

Content Creator and Social Media Manager - Office of Integrated Communication

Overview

Mary Baldwin University's Office of Integrated Communication (OIC) is seeking a Content Creator and Social Media Manager to increase MBU's brand recognition and reputation through various digital platforms and social media channels, using strategies that support the overall mission and strategic goals of the university.

About MBU

[Mary Baldwin University](#) is a private university enrolling nearly 1,800 students at the undergraduate and graduate levels on campuses in Staunton and Fishersville, Virginia, and online. Since 1842, this intimate learning environment has allowed students to cultivate strong connections with faculty, staff, and peers. With a rich history of access and innovation, MBU prepares the diverse leaders of the future in fields ranging from health sciences, creativity and culture, business and technology, and education and society. The university is organized into three academic colleges: the Gold College of Arts and Sciences, the Murphy Deming College of Health Sciences, and the Palmer College of Professional Studies.

One of the Most Diverse Campuses in the Nation

With 60 percent of undergraduate residential students being Pell-eligible, 50 percent students of color, and 40 percent first generation, Mary Baldwin is among the most diverse campuses in the country. MBU fosters a vibrant and inclusive campus community, where students feel a strong sense of belonging, acceptance, support, and empowerment.

Essential Duties and Responsibilities

Our ideal candidate possesses a knack for creative storytelling and keeps the pulse on digital trends. In this role, you'll spearhead the development and execution of innovative social media campaigns that engage and resonate with our diverse community – and help to grow it. We're seeking someone with a robust understanding of social media strategies and a proven ability to steer those platforms toward sustained growth and engagement.

Reporting to the Associate Vice President for Brand Strategy and Creative Direction, the person in this role will thrive in a team-oriented environment through collaboration and partnerships with the Integrated Communication team and campus partners.

The *Social Media and Content Manager*:

- Social Media Strategy and Execution:

- Develop and implement a comprehensive social media strategy that aligns with MBU's brand identity, goals, and initiatives.
- Conduct regular social media audits to assess the effectiveness of strategies and adjust tactics accordingly.
- Keep abreast of the latest social media trends, tools, and technologies.
- Content Creation and Management:
 - Create and curate engaging content for various social media platforms including but not limited to Facebook, Instagram, TikTok, and LinkedIn.
 - Manage the creation and promotion of events, ensuring high visibility and engagement among target audiences.
- Resource and Account Management:
 - Provide ongoing support and resources to affiliate partners to enhance their social media presence and maintain brand consistency.
- Community Engagement:
 - Foster a vibrant online community by engaging with users, responding to comments, and moderating discussions in a timely and professional manner.
 - Share relevant events and updates across multiple pages and groups to ensure broad dissemination of information.
- Advertising and Promotion:
 - Design and execute targeted ad campaigns on platforms like Facebook and Instagram.
 - Boost the visibility of events through effective social media advertisements and collaborations with campus partners.

Our ideal candidate

- Has professional experience developing creative digital content such as email marketing campaigns, social media, video, digital advertising, etc., in a professional role.
- Has experience creating content for Instagram, Twitter, Facebook, TikTok, LinkedIn, and other social media platforms for higher education, business, political, or other clients.
- Is successful in using technology and web-based tools to meet communications and project management goals.
- Is skilled in digital design across multiple platforms; proficient in Adobe Creative Suite, especially Illustrator and Photoshop.
- Is an organized self-starter and collaborator who has the ability to meet goals and coordinate multiple projects simultaneously while remaining flexible in a fast-paced, deadline-driven, high-volume environment with a wide variety of fields and audiences.
- Is relationship-oriented with experience in a team-based culture.
- Be willing and available to work occasional nights and weekends, and perform additional duties to contribute to the university's mission.

Minimum Qualifications

- Strong visual aesthetic and experience with multimedia storytelling. (2+ years)
- Proficiency in using tools for composing mobile stories for digital storytelling, including smartphones, tablets, and associated apps. (1+ years)
- Experience measuring, analyzing, and reporting social media metrics to measure the success of campaigns, meet project goals, and optimize for future projects. (2+ years)
- A demonstrable commitment to promoting and enhancing diversity. (1+ years)
- Excellent written, verbal, and interpersonal communication skills.(2+ years)
- Strong attention to detail and accuracy.
- Bachelor's degree in marketing, communications, journalism, design, or a closely related field.
- This is an on-campus position.

Preferred Qualifications

- Proficiency in Adobe AfterEffects and Premiere Pro.
- Experience in photography and videography (Canon preferred)
- Experience working within a brand system/marketing agency.

Benefits

The university offers excellent comprehensive benefits which include paid vacation and sick leave, in addition to 15+ paid holidays a year and affordable health insurance. Our department believes in positive work-life balance, and we offer some optional remote working days. We care about the overall wellbeing of our employees, and offer a tuition benefit which provides tuition discounts for faculty/staff, children, and spouses on MBU courses.

Application Process

Please email a letter of interest, resume, portfolio of work, and names and contact information for three references to Phoebe West, Associate Vice President of Brand Strategy and Creative Direction, pwest@marybaldwin.edu.

Mary Baldwin University values and celebrates diversity, is committed to equal opportunity, and does not discriminate on the basis of race, national or ethnic origin, gender identity, sexual orientation, age, disability, religion, or veteran's status.