



## Social Media Strategist – 2021-18063

Updated: Apr 30, 2021  
Location: UC Irvine Campus  
Job Type:  
Department: Engr Deans Office

**Job Opening ID:** 18063  
**Reports To:** Administrative Manager I  
**Working Title:** Social Media Strategist  
**Department:** Engr DO  
**Bargaining Unit:** 99  
**FLSA:** Exempt  
**Payroll Job Code:** 007477  
**Job Location:** UCI Campus- Irvine  
**Percent of Time:** 100%  
**Work Schedule:** M-F, 8-5  
**Employee Class:** Contract

### Position Summary:

Founded in 1965, the Henry Samueli School of Engineering educates more than 4,600 students (3,728 undergraduates and 961 graduates) with an integrative approach that blends fundamentals, research and hands-on experience. The School's aim is to unleash innovation, create opportunities and inspire ingenuity. The Samueli School's faculty members are leaders in their disciplines who have achieved worldwide recognition for their research and dedicated teaching. The School includes six academic departments. Under the leadership of the Dean, the School pursues research that is timely, socially responsible and cutting edge, and works in partnership with industry, state, and federal agencies to promote the transfer of research to applications that benefit society. Current research thrusts include Communications and Information Technology, Energy and Sustainability, Human Health, and Advanced Manufacturing and Materials.

Independently oversees a comprehensive social media communications program and strategy for the Samueli School of Engineering. Researches, analyzes and develops new and innovative marketing methods for generating school & program awareness through a variety of social media resources. The social media communications program will include written, visual, digital and electronic communications. Works with management to develop and execute organizational communication and market branding strategy. Designs and implements information campaigns. Promotes awareness of the School and or department, programs or products within the campus and / or community or to the general public. Develops and maintains a strong School brand and presence social media and other venues.

**ESSENTIAL FUNCTIONS:**

% of time	Essential Function (Yes/No)	Key Responsibilities (To be completed by Supervisor)
80	Yes	Works with management and clients to strategize, create, develop, and implement long and short term strategic communications plans and / or projects via a wide range of social media platforms aimed at reaching students, industry, corporate sponsors and the public in general.
	Yes	Collaborates with the communications unit on current social media entries, responses and initiatives to ensure timely continuity of communications
	Yes	Manages comprehensive communications programs, including written, visual, digital, and electronic communications to create and maintain a strong School brand and presence social media and other venues.
	Yes	Advises and consults with departmental / college administration regarding all aspects of communications including developing strong communications strategies that effectively deliver the desired message, policy interpretation, and problem resolution.
	Yes	Ensures production of high-quality products that effectively deliver the desired message within budget and time constraints.
	Yes	Identifies specific communications needs and develops the content and process for organizational improvements via a wide range of social media platforms for targeted and or broad audiences at large
20	Yes	Coordinates activities including promotional digital and printable materials and products designed to promote awareness of the School and or department, programs or products within the campus and / or community or to the general public.
	Yes	Creates, develops, produces and coordinates social media communications of public events, including securing private corporate sponsorship as required.
	Yes	Builds relationships with outside (non-campus and / or medical center affiliated) companies and organizations; develop followers association and maintain awareness of school
	Yes	Researches, analyzes and creates new and innovative marketing methods for generating school & program awareness through a variety of social media resources

**Compensation Range:**

\$62,400.00 - \$78,700.00

**Department Website:**

<https://engineering.uci.edu/about>

**Required:**

3-5 years of experience or a combination of comparable experience and education  
 Bachelor's degree in related area and / or equivalent experience / training.  
 Knowledge of location protocols and channels for communication internally and externally.  
 Knowledge and skills to advise and consult with management to ensure delivery of the desired message to the target and / or broad general audiences.  
 Solid written, verbal, interpersonal communications, active listening and political acumen skills.

Strong skills in event and media activities management.

Thorough knowledge and experience of communication principles, and marketing techniques in social media and other related mediums.

Strong interpersonal communication and political acumen skills.

Knowledge and experience of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.

Solid skills and experience creating, developing, and implementing comprehensive long and short term strategic communications plans.

Strong project management skills.

Knowledge and understanding of technical applications to effectively direct technical staff, or personally perform technical work, including design concepts, various media, and applications.

Thorough analytical and written communication skills.

**Preferred:**

Knowledge of the organization, its achievements, mission, vision, goals, policies, practices, infrastructure, and a strong knowledge of current affairs, and issues in higher education and / or health sciences.

Final candidate subject to background check. As a federal contractor, UC Irvine is required to use E-Verify to confirm the work status of individuals assigned to perform substantial work under certain federal contracts/subcontracts.

The University of California, Irvine is an Equal Opportunity/Affirmative Action Employer advancing inclusive excellence. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected categories covered by the [UC nondiscrimination policy](#).

UCI provides reasonable accommodations for applicants with disabilities upon request. For more information, please contact Human Resources at (949) 824-0500