

Position Announcement – Red Rocks Community College

Position Title	Social Media Specialist
Campus Location	Lakewood, Colorado
Primary Physical Work Address	13300 West Sixth Avenue Lakewood Colorado 80228
Salary	\$35,000/annual
Starting Pay Rate	Starting Salary is not negotiable
Anticipated Start Date	December 2019
FLSA Status	Non-Exempt, this position is eligible for overtime.
Closing Date	Sunday November 24, 2019
Job Type	Full time
Benefits	RRCC offers a range of benefit choices (Medical, Dental, Vision, FSA, Life Insurance, Supplemental Retirement Plans, PERA, Disability Benefits, and more). For additional information, please <a href="#">click here</a> .
Retirement	The Colorado Public Employees' Retirement Association (PERA) provides retirement and other benefits to employees of the State of Colorado.
Time Off	<p>Leave Accruals</p> <ul style="list-style-type: none"> <li>• Annual/Personal Days: 22.5 (180 hours)</li> <li>• Sick Days: 15 (120 hours)</li> </ul> <p>(Over 12 months, based on full time appointment accruals)</p> <p>Other Leave</p> <ul style="list-style-type: none"> <li>• Administrative Leave for Academic and Volunteer Activities: (18 hours per fiscal year)</li> <li>• Holidays Observed: 10  Four Holidays are observed on an <i>alternate schedule</i> (Columbus Day, Veteran's Day, Martin Luther King Jr. Day, and President's Day). RRCC observes these holidays between Christmas Day and New Year's Day, resulting in campus being closed from Christmas Day through New Year's Day, with eligible employees on Holiday Leave!</li> <li>• Jury Leave</li> <li>• Military Leave</li> </ul>
Online Application	<a href="#">Click Here to Begin Your Application</a>

Red Rocks Community College seeks applications for a full time Social Media Specialist to join our Marketing and Communications Team.

Red Rocks Community College exemplifies extraordinary. We are dedicated to our [Vision and Mission](#), which promote student achievement, staff empowerment, and community engagement. We live our values: Integrity, Collaboration, Learning, Inclusiveness, and Communication. We encourage applications from individuals whose background and interests align with our commitment to inclusiveness and welcome you to visit the [RRCC Inclusion & Diversity](#) webpage for additional information.

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With an unrivaled reputation grounded in our Values, we stand out as a cutting edge model in higher education. We are one of the first community colleges in the country to offer both Bachelor's and Master's degree programs. Our continued pursuit of excellence is instilled in our employees and has inspired a dynamic and passionate culture.

### **Department Information and Mission:**

The mission of Marketing and Communications is to build awareness of the student experience and value of an RRCC education to prospective and current students and to build relationships and foster communications internally in support of the same goal. We want to share our enthusiasm for the Red Rocks experience with the community, nation, and world.

Red Rocks Community College is a proud member of National Council for Marketing & Public Relations

### **Summary of Position:**

The Social Media Specialist position supports the College's Social Media Strategy of increasing brand awareness, improving marketing efforts and increasing student interest and application. The position exists to generate, edit, publish, and share social media and video content to build and to increase engagement and brand awareness, including photography and videography projects in support of marketing campaigns and initiatives.

### **Required Qualifications:**

- An Associate's degree in public relations, communications, marketing or other relevant field.
  - Substitute: A combination of education and professional experience may be substituted for the degree on a year for year basis.
- One (1) year of online marketing experience managing social media accounts and social media ads.

### **Preferred Qualifications:**

- Bachelor's degree in Marketing or relevant field.
- Two (2) years of full time professional experience in public relations and/or marketing including the use of social media.

### **Required Knowledge, Skills, Abilities:**

- Knowledge of how each social media channel works and how to optimize content.
- Demonstrable knowledge of social media analytical tools. Ability to cite KPI's

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- Excellent writing, editing (photo/video/text), presentation, and communication skills.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.
- Proficiency with post-production digital video editing, still and motion graphics design, and video compression for multiple delivery platforms.
- Proficiency with professional cameras, HD and SD formats, pre-production/planning, studio and field production, lighting/grip, and photography.

### **Description of Position:**

- Generate, edit, and publish inventive daily content on our social media channels specifically for the College's targeted audience. Create, curate and manage all published content (images, video, written) Write short copy content adjusted for each network. Develops and creates social media marketing materials, including photography and videography projects in support of marketing campaigns and initiatives.
- Research, monitor, and report current social media trends and adapt these to the College's social media channels. Identify and analyze Key Performance Indicators; measure success of every social media campaign.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification. Document social media strategy and respond to customer complaints. Monitor, listen and respond to users in a "social" way.
- Prepare and present weekly social media analytic reports.

### **How to Apply:**

Complete applications must be received by 11:59 p.m. on Sunday November 24, 2019. To apply for this position, [click here to begin your application](#), including the following:

1. A cover letter describing your professional experiences and addressing the required and preferred qualifications.
2. A resume.
3. Transcripts (unofficial), if applicable

Additional upload sections are available in the application to include ***optional*** attachments.

### **Please note the following prior to beginning your application:**

1. Your application progress cannot be saved. If you exit prior to submitting your materials, you will need to restart the application.
2. As a part of the application process, you will be asked to provide the name, phone number, and email address of three professional references.

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References will only be contacted for candidates at the second level interview stage.

3. You will be required to attach a cover letter, resume, and transcripts. Your cover letter should describe your professional experiences and address the required and preferred qualifications.
4. Once you submit your application, you will no longer have an opportunity to review or make changes.
5. You will receive a confirmation email once your application has been received.

### **Benefits:**

RRCC offers a range of benefit choices (Medical, Dental, Vision, FSA, Life Insurance, Supplemental Retirement Plans, PERA, Disability Benefits, and more). For additional information, please [click here](#).

### **The Assessment Process:**

Red Rocks Community College utilizes selection and/or search committees in the hiring process for vacant positions. The committee will review all applications received by the closing deadline listed on this announcement to determine if applicants meet required qualifications. The committee will complete a secondary review of applications that meet required qualifications to determine applicants that align more closely with the listed qualifications. The top applicants from this assessment process receive an invite for the first round of committee interviews.

Be sure your application materials specifically address your qualifications, experience, work products, and accomplishments, as they relate to the position responsibilities, required qualifications, and preferred qualifications sections of this announcement. Upload additional documents, if necessary, to fully explain your experience and qualifications as they relate to this position. Failure to include adequate information or follow instructions and apply by the listed submission deadline, may result in your application not being accepted for this position, and may affect your inclusion as a qualified candidate at any stage in the search/selection process for this position.

### **Transcripts Required:**

An unofficial copy of transcripts must be submitted at the time of application. Assessment is required for Transcripts from colleges or universities outside the United States for U.S. equivalency by a NACES educational credential evaluation service. This documentation is the responsibility of the applicant and must be included as part of your application materials. Failure to provide a transcript or credential evaluation report may result in the rejection of your application and you will not be continued in the search/selection process for this position announcement. If selected as the finalist for the position, official transcripts are required as a condition of employment.

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### **Necessary Special Requirements:**

Must submit to and successfully complete a pre-employment background check as a condition of hire. Felony convictions or conviction of crimes of moral turpitude or convictions of misdemeanors related to job duties may disqualify you from consideration for this position. Should your background check reveal any charges and convictions, it is your responsibility to provide RRCC Office of Human Resources with an official disposition of the charges.

### **Important Notes:**

Note: Former employees of the Colorado Community College System or one of its 13 colleges, who were disciplinary terminated or resigned in lieu of termination, must disclose this within your application materials.

Red Rocks Community College is committed to diversity in its people and programs. The College is an equal opportunity educational institution and does not discriminate on the basis of disability, race, creed, color, sex/gender, sexual orientation gender identity, religion, age, national/ ethnic origin, pregnancy status, veteran's status, genetic information, physical or mental disability, or any other category protected by applicable law, in its employment practices or educational programs and activities.

RRCC has designated the Executive Director of Human Resources as its Affirmative Action Officer/Equal Opportunity Administrator/Title IX Administrator with the responsibility to coordinate its civil rights compliance activities and grievance procedures. For information, contact Executive Director of Human Resources, Title IX Coordinator, Title VII/Equal Opportunity Coordinator, ADA/Sec 504 Coordinator, 13300 West Sixth Avenue, Lakewood, CO 80228. 303-914-6298.

Reasonable accommodation will be provided upon request for persons with disabilities. If you are a person with a disability who requires an accommodation to participate in the application process, please notify Human Resources at 303-914-6570.

RRCC conducts pre-employment background checks on all employment finalists to determine or verify background information, including criminal history, references from previous employment, qualifications, and, when applicable, driving history. Employment offers are contingent upon receiving a satisfactory report.

For information regarding Red Rocks Community College Security, including crime statistics for the Red Rocks Community College Lakewood and Arvada campuses, please see the Red Rocks Community College campus security website at <http://www.rrcc.edu/police/>. For a hard copy report, please contact 303.914.6494.