

Rocky Mountain Student Media Social Media Editor

Description: The Social Media Editor is a leader and student manager responsible for overseeing the various RMSMC social media accounts. This person is enthusiastic about building a strong and dedicated audience across all platforms and is able to manage others in order to accomplish engagement-driven goals. The position requires a commitment of around 10-15 hours per week of work-related duties.

An ideal candidate has the following qualities:

- Critically thinks about social media presence and increasing readership.
- Strong understanding of best social media practices across platforms.
- Has a strong understanding of journalist ethics and its application to crafting social media messages.
- Open to finding new ways to engage audiences by utilizing platform-specific functions.
- Educated in, or willingness to learn, social media strategy and search engine optimization.
- Understands the need for unique social media content to build greater engagement with audiences.
- Thinks ahead and sets up social media team for success.
- Understands the importance of working outside of business hours to respond to the team's concerns.
- Strong communication skills.
- Prioritizes teamwork to maintain an inclusive and professional culture.
- Responds quickly to feedback and criticism, and adjusts for the success of the team.
- Effectively balances time commitments outside of work.

Main Responsibilities:

- Responsible for overseeing maintenance of all social media accounts for RMSMC.
- Responds to online comments and engages with readers.
- Teaches staff members appropriate social media tactics when necessary or by request.
- Coordinates the social media team in order to create an effective social media presence that drives traffic to the website.
- Guides content producers in crafting effective social media messages while reporting.
- Maintains and pushes content outside of regularly scheduled desk content.
- Pitches new ideas for engaging social media content outside of regularly scheduled desk content.
- Coordinates social media driven content with the Editorial staff.
- Helps interpret analytics across platforms, and directs the social media staff to adjust tactics in response.
- Works across departments to understand needs and create a cohesive brand.
- Works with the digital director to broaden social media reach and engagement through creative tactics individual to each platform's unique identity and audience.
- Responds to analytics on a daily basis by taking action to further engage audiences.
- Frequently attends daily digital budget meetings in order to communicate with the Editorial staff.
- Keeps the social media team accountable for job-related duties through the implemented feedback system as well through direct communication.
- Works with the digital production manager to effectively communicate with all RMSMC departments in order to establish shared social media goals and a cohesive digital brand.
- Actively responds to reader engagement and informs the managing editors when problems arise.

Compensation: The Editor-in-Chief and the CEO of Rocky Mountain Student Media Corporation will negotiate compensation with the Social Media Editor. Compensation will be hourly and paid through University merit work-study.

To apply: Submit a resume and cover letter to edouglas@collegian.com with the subject line: "*Collegian 2017-2018 Application: Social Media Editor*" by 11:59 p.m. on Monday, April 10, 2017. Interviews will be scheduled and held by the Editor-in-Chief between April 10 and April 14. Be prepared to answer questions regarding the attributes and responsibilities listed above.