The Rocky Mountain Collegian
Rocky Mountain Student Media Social Media Editor

The Social Media Editor is a leader who oversees the various RMSMC social media accounts. The Social Media Editor 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 10-15 hours per week of work-related duties.

The ideal candidate possesses the following qualities:

- Critically thinks about social media presence and increasing readership.
- Strong understanding of best social media practices across platforms.
- 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.
- Strong communication skills.
- Understands the importance of working outside of business hours to respond to breaking news.
- Effectively balances time commitments outside of work.
- Prioritizes teamwork to maintain an inclusive and professional culture.
- Ability to manage, organize + collaborate with others
- Understanding of analytics, how each SM platform algorithm works, including Instagram

Main Responsibilities

- Responds quickly to feedback and criticism, and adjusts for the success of the team.
- Actively responds to online comments, engages with readers and informs the managing editors when problems arise.
- 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 and pitches
- Helps interpret analytics across platforms, and directs the social media staff to adjust tactics in response.
- Works with the Digital Production Manager and RMSMC departments to effectively communicate and establish shared social media goals and a cohesive digital brand.
- Responds to analytics on a daily basis by taking action to further engage audiences.
- Works with the Digital Production Manager to broaden social media reach and engagement through creative tactics individual to each platform's unique identity and audience.
- Collaborates with KCSU, CTV, Orange Cord (alumni), student media and advertising

Managerial Responsibilities

- Responsible for overseeing maintenance of all social media accounts for RMSMC.
- Coordinates the social media team to create an effective social media presence that drives traffic to the website.
- Teaches staff members appropriate social media tactics when necessary or by request.
- Guides content producers in crafting effective social media messages while reporting.
- Keeps the social media team accountable for job-related duties through the implemented feedback system as well through direct communication.
- Frequently attends daily digital budget meetings in order to communicate with the Editorial staff.

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 fczarnecki@collegian.com and afleskes@collegian.com with the subject line: "Collegian 2019-2020 Application: Social Media Editor" by 5:00 p.m. on Thursday, March 28, 2019. Interviews will be scheduled and held by the 2019-2020 Editor-in-Chief and Managing Editor and the 2018-2019 Social Media Editor between March 29 and April 3. Be prepared to answer questions regarding the attributes and responsibilities listed above.