

# the MCKNIGHT CENTER

FOR THE PERFORMING ARTS AT OKLAHOMA STATE UNIVERSITY

## Social Media / Website Manager

### Job Description

*Reports to: Director of Marketing*

*Status: Full-Time, Exempt*

*Supervises: Social Media Intern*

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#### MCKNIGHT CENTER MISSION:

*To enhance, enrich and transform the lives of individuals for greater inspired living through the power of artistic excellence, shared experiences and impactful learning opportunities.*

#### DEPARTMENT PURPOSE:

*The Marketing Department exists to effectively and efficiently develop meaningful and lasting relationships with the patrons we serve through high-quality customer-service, delivering products and experiences that connect, inspire and impassion patrons for the Arts.*

#### PRIMARY PURPOSE:

*The Social Media/Website Manager is responsible for the success of The McKnight Center's social media channels and to accelerate the content strategy. Duties include writing and distributing content for all social media, blogs, community message boards, e-blasts, and website.*

#### KEY AREAS OF FOCUS

- Oversee daily social media marketing strategies, including executing social media campaigns on a variety of platforms such as Facebook, Instagram, Twitter, YouTube, Google+, Pinterest, Snapchat, and more;
- Create (and work with others to create) marketing collateral and content for social channels that increase viewers, listeners, fans, and followers of the organization's channels, stations, programs, and shows;
- Organize and coordinate live social media events, takeovers, hangouts, and broadcasts, as well as provide social media coverage for other marketing events, shoots, tapings, broadcasts, interviews, etc;
- Become an active participant in the creation of The McKnight Center's community message boards, and be constantly on the hunt for unique stories originating from our users;
- Stay up to date on industry trends and best-in-class social media strategy;
- Coordinate with OSU social media department, photographers, video production teams, and artist media to gather needed information and graphics;
- Administer ongoing social media marketing timelines for each brands' social media accounts, complete with tactics and to-dos regarding short, mid, and long-term strategies, schedules, and evergreen tactics;
- Write inspirational yet effective material for use on The McKnight Center website to capture patrons' attention;
- Engage and expand social media fan base on a daily basis;
- Plan, develop and maintain dynamic, interactive content and graphics for McKnight Center website. Supervise website upgrades, the implementation of new website features and website maintenance;

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- Collaborate across departments to integrate social media into all aspects of the organization;

## Expertly Contribute to Administrative Efforts

- Develop, protect, and propagate the institutional brand;
- Coordinate and work collaboratively to promote events with OSU music faculty and students, campus groups and departments, alumni, and others;
- Analyze social media performance and report findings in weekly analytics report; Report to management on a regular basis on social media marketing Key Performance Indicators (KPIs) and implement social media optimizations based off of analyses;
- Plan and implement weekly social media content calendar;

## Present The McKnight Center in its Best Light

- Assist with tours conducted throughout The McKnight Center during designated hours;
- Enhance The McKnight Center's visibility, maintaining a positive and professional organizational image;
- Provide McKnight Center constituents with a personalized and caring customer service that aligns with the stature of world-class visiting guest artists;

Other duties as assigned.

## JOB COMPETENCIES AND EXPERIENCE:

### Education & Certifications:

- Bachelor's Degree in Communications, Marketing, Graphic Design or similar field.
- 3-5 years' experience in social media marketing or equivalent experience.

### Experience:

- Experience including, but not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn, Google+ and Pinterest.
- Knowledge of social media and analytics software.
- Working knowledge of social media paid advertising campaigns including Facebook, Instagram, LinkedIn, Instagram and Twitter.
- Strong understanding of user-generated content management, content marketing, and reputation management.
- Must be well-organized with exceptional time management skills including the ability to handle multiple clients with changing priorities.
- Strong, professional written and verbal communication skills.
- Ability to work independently and prioritize duties with minimal supervision as well as collaborate with a team.
- Knowledge of SEO best practices is ideal.
- Passionate about content marketing, social media, the evolving digital world and where social media fits in the path to purchase.
- Comfortable giving tours and public speaking.
- Strong customer service skills.

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## Organizational Competencies:

- **Effective Communication:** Able to present effectively to large groups of individuals; is clear, articulate and direct in sharing and providing feedback;
- **Execution & Initiative:** Drives a high-performance culture, having the ability to differentiate performance and demonstrate managerial courage; maintains focus on organizational priorities; seeks to ensure that strategic initiatives are effectively executed and communicated to relevant audiences within the organization; encourages an environment in which results surpass activity and teamwork surpasses results; able to remain focused on only mission-related initiatives
- **Teamwork/Interpersonal Skills:** Builds cohesive teams of people across organization based on strong personal trust and relationships; motivates the organization to increase employee engagement levels; constantly assesses and builds team morale; seeks out relationships with experts as a means of obtaining information about best practices and skills vital to departmental and organizational success; maximizes personal networks in different parts of the organization, campus & community partners, and effectively uses contacts to achieve organizational goals
- **Problem Solving/Judgment:** Appropriately applies risk management practices, including the escalation of risk issues, and recognizes and undertakes opportunities for others to learn from inevitable mistakes, and incorporates experience in future decisions; able to anticipate problems/challenges and required strategy for a situation; makes connections among previously unrelated ideas and looks beyond the first right answer
- **Adaptability/Flexibility:** Encourages others to challenge the status quo; able to quickly adapt during changing circumstances; foresees potential breakdown in the establishment/development of change and proactively recommends modifications to maintain standards of deliverables; anticipates specific reasons underlying resistance to change and proactively implements approaches to address potential concerns; remains active, visible and engaged throughout all stages of change management
- **Courage & Conviction:** Takes responsibility for outcomes regardless of success and learns from all results; creates a departmental environment where failure is an opportunity for learning
- **Patron Centered:** Uses patron and university feedback to improve service and feed into the business planning; builds performance based business relationships by identifying and meeting patron needs rather than simply relying on social or affiliated relationships

## PHYSICAL REQUIREMENTS

Must use a computer terminal and view a computer screen for extended periods of time. Must talk in person or by phone (frequently and sometimes for extended periods) to people on campus and throughout the region. Must constantly use visual acuity to check printed and designed materials of various types. Must be able to navigate within The McKnight Center. Typical office working conditions.

## DIVERSITY AND INCLUSION

The McKnight Center is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, color, disability, gender, gender expression, gender identity, genetic information, race, national origin, religion, sex, sexual orientation, or status as a protected veteran.

Last Date Reviewed: 08/03/2018

I hereby certify that I, (employee name) \_\_\_\_\_, can perform the functions of this position with, or without, accommodation.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_