

## POSITION DESCRIPTION

### POSITION TITLE

Social Media Assistant

**DEPARTMENT:** Marketing  
**REPORTS TO:** Director of Marketing  
**SUPERVISES:** N/A  
**PAY GRADE:** Non-exempt, hourly  
**WORK SCHEDULE:** Part-time (24 hrs/wk); year-round

**POSITION DESCRIPTION:** Develop, manage, and execute social media marketing strategies that drive engagement, customer acquisition, and brand awareness. Manage social programs across key platforms. Key internal resource for all social media-related topics.

### RESPONSIBILITIES

The Graphic Designer thinks conceptually and strategically about design and ensures a consistent, high quality, high impact brand look and feel across all mediums. He/She works collaboratively with internal teams to develop content for posts, boosts, takeovers, videos, and other social media campaigns.

### Essential Functions And Responsibilities

- Manage day-to-day Social Media paid and organic program execution – gathering, publishing and posting all content and tracking engagement across all key social channels
- Daily responsibility for all social listening and response generation
- Create innovative, brand-right content (posts/videos, etc.) that drives customer engagement
- Develop monthly content calendar
- Facilitate monthly review of competitors to uncover engaging, topics of interest among target demographic
- Track all social media campaign performance metrics
- Leverage the power of social 'influencers' to deliver the brand message
- Develop annual social media marketing strategy that articulates a short and longer-term strategic vision for the platform
- Stay up-to-date on all existing and emerging social mediums and best practices

### MINIMUM QUALIFICATIONS

- Bachelor's Degree required
- 2-4 years of Social Media marketing experience.
- Strong understanding of Social Media platforms (primarily Facebook, Twitter, Instagram, YouTube).
- Experience with social media management platforms (Sprout Social preferred)
- Excellent written and verbal communication skills
- Ability to prioritize and manage multiple projects under tight timelines
- Ability to work with cross functional teams as well as independently with minimal direction

Physical Requirements: Must be able to sit at a desk for long periods of time, answer phones, and use a computer.

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### **New Hampshire Institute of Art**

The New Hampshire Institute of Art (NHIA) is a small, private, non-profit college founded in 1898, located in Manchester, New Hampshire offering undergraduate (BFA) and graduate (MFA, MAAE, MAT) degrees in the visual arts, design, and creative writing. The college is accredited by the New England Association of Schools and Colleges (NEASC) and the National Association of Schools of Art and Design (NASAD) and is a member of the Association of Independent Colleges of Art & Design (AICAD). Current enrollment stands at approximately 400 undergraduate students, 75 graduate students, and growing with an additional 1,500 students served through its community education programs. NHIA's academic and administrative programs and residence halls are housed in 11 buildings spread throughout downtown Manchester with additional studio and exhibition facilities located in Sharon and Peterborough, New Hampshire. For more information, visit [www.nhia.edu](http://www.nhia.edu).

**How to Apply:** Interested candidates should email a letter of interest, resume, and 3-5 references to HR@nhia.edu. The position title must be included in the Subject line of your email. Due to the amount of resumes received, only those being considered will be contacted. Relocation assistance isn't available.

NHIA seeks to recruit and retain a diverse workforce, and encourages qualified candidates across all group demographics to apply.

