

Social Media Coordinator

Job Code: 8223

Salary Grade: S09

FLSA Status: Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

Responsible for creating and crafting strategic content, and engaging target audiences on multiple university social media channels

- Manage the daily operations of key social media platforms, including Facebook, X (Twitter), Instagram, LinkedIn, and YouTube
- Monitor trends, tools, and emerging platforms to keep the university's digital presence current and competitive
- Provide leadership and guidance to departmental social media coordinators and student interns to ensure brand consistency and effective execution across accounts.
- Plan and execute paid and organic social media campaigns in collaboration with the strategic marketing team to drive engagement, reach, and conversions.
- Create, curate, and manage original, high-quality content (including images, videos, written and audio content) tailored to each social media platform.
- Develop and maintain editorial calendars to ensure consistent and timely posting across all managed accounts.
- Collaborate with internal departments and university stakeholders to source and generate relevant content.
- Ensure all social media content and campaigns adheres to the university's brand standards, style guidelines, and tone of voice.
- Initiate and participate in online conversations to build and maintain a strong community presence by responding to comments, questions, or messages in a timely and professional manner
- Resolve issues or inquiries raised through social media channels in collaboration with appropriate departments when necessary
- Analyze and report on performance metrics across all social media platforms to evaluate engagement, reach, and overall campaign effectiveness.
- Use data insights to inform content optimization and strategic adjustments aimed at improving outcomes.
- Prepare and present regular reports on key performance indicators (KPIs), including audience growth, campaign performance, and return on investment (ROI).

Minimum Qualifications

Education:

- Bachelor's Degree in Marketing, Communications, Public Relations, or a related field.

Experience:

- 3 years of experience in a social media management

Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Proven expertise in managing multiple social media platforms and creating engaging, high-impact content.
- Strong writing, editing, and verbal communication skills.
- Proficient in using social media analytics and management tools to track performance and optimize strategy.
- Creative and strategic thinker with strong analytical capabilities.
- Excellent organizational skills and a keen attention to detail.
- Ability to collaborate effectively in a fast-paced, team-oriented environment.
- Experience in planning and executing paid social media campaigns.
- Familiarity with graphic design and video editing software

Working Conditions

Physical:

- Must be able to work effectively in shared office spaces and maintain focus in a collaborative environment.



JOB DESCRIPTION

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- Ability to sit or stand for extended periods and perform repetitive tasks such as typing or data entry.
- Standard office environment with regular use of computers

Environmental:

- Must be able to perform effectively in a high-impact, fast-paced setting with frequent deadlines and shifting priorities.
- May require occasional evening or weekend work to support events, campaigns, or time-sensitive communications

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