

101 Vera King Farris Drive | Galloway NJ 08205-9441
stockton.edu

Title:

Professional Services Specialist 4, Admin NE – Digital Engagement Specialist

Requisition Code:

492338

Location:

Galloway – Main Campus

Job Category:

Professional

Department:

University Advancement, Strategic Communications

Salary:

Based on NJ Civil Service Commission regulations and is accompanied by an extremely competitive University benefits

Work Hours:

M-F, 9a-5p

Posted Date:

03/23/2023

Closing Date:

04/13/2023

Overview:

Stockton University is ranked among the top public universities in the Northeast with more than 160 undergraduate and graduate programs, as well as continuing education opportunities. The University, one hour from Philadelphia and two hours from New York City, offers unique living and learning environments throughout southern New Jersey, including the 1,600-acre Galloway campus in the Pinelands National Reserve and Stockton University Atlantic City, located in the University District, just steps from the beach and the iconic Atlantic City Boardwalk. Additional locations include Hammonton, Manahawkin and Woodbine. As a public university, Stockton provides an environment for excellence to a diverse student body, including those from underrepresented populations, through an interdisciplinary approach to liberal arts, sciences, and professional education. Founded in 1969, Stockton held its first classes in 1971. The University's commitment to cultural diversity and its welcoming and vibrant community makes Stockton a great place to learn and work! Learn more about the many reasons to choose Stockton at www.Stockton.edu.

Faculty and Staff are committed to support Stockton University's commitment to diversity and strong student-centered vision and mission.

Under the supervision of the Director of Strategic Communications, the Digital Engagement Specialist is responsible for performing social media and digital communication-related functions, including planning, preparing and publishing dynamic content; social listening; moderating and engaging with user-generated content to foster interactive relationships with audiences. Must have the ability to craft compelling, well-written content for varying platforms and audiences as part of Stockton's team of storytellers. The Digital Engagement Specialist will support execution of all Stockton brand and University Relations & Marketing goals. Does related work as required.

Successful candidates will be required to show proof of their COVID-19 vaccine status prior to their start date. Religious or Medical waivers may be requested at the time of employment offer.

This is an in-person on campus, non-remote position. For the 2022-2023 academic year, the University has implemented a pilot program allowing employees to work either a compressed 4-day work week with extended workdays or may work from home one day a week. Participation is subject to Divisional Executive approval depending on operational need.

Responsibilities:

- Assist in the development of content to post to the official Stockton social media accounts, consulting with the Director of Strategic Communications on any content that is not standard.
- Assist in the development of an optimal posting schedule for daily content that complement's Stockton's broader marketing campaigns.
- Communicate with followers, respond to queries in a timely manner and monitor digital conversations.
- Coordinate social media takeovers with students and campus partners.
- Measure impact of Stockton social media using in-platform metrics and social media management software for departmental reports.
- Assist with the hiring of social media interns and provide reports to faculty on intern(s)' work for college credit. Monitor intern progress throughout the time in the department.
- Work with University partners to assist in the creation of departmental social media accounts and provide support and training to administrators. Follow university departmental pages to ensure social media guidelines are followed.
- Identify new platforms and tools to support Stockton's digital engagement strategy. Stay up to date on trends, platform changes and industry news.
- Provide coverage of University events for social media, news and media relations. Take and/or edit photos and video for social media purposes.
- Work with University Relations & Marketing colleagues to engage a community of social media influencers who can act as ambassadors for Stockton University on social media platforms.
- Serve as liaison for assigned university beats and work closely with the University Relations & Marketing's communications team to develop story ideas and content for a variety of URM projects, including news releases, web stories, ezine and campaigns.

Required Qualifications:

- Graduation from an accredited college or university with a bachelor's degree in communication or related field.
- Professional experience in social media management, public relations or journalism required.
- Experience in writing, editing and crafting content and responses for social media with the ability to accomplish a variety of projects under strict deadlines.
- Strong communication skills, both verbal and written.

Screening Information:

Screening of applications begins immediately and will continue until the position is filled.

How to Apply:

To apply please visit <https://employment.stockton.edu> or click the "Apply" button.

SAME APPLICANTS: If you are applying under the NJ "SAME" program, your supporting documents (Schedule A or B), must be submitted along with your resume by the closing date indicated above. For more information on the SAME Program visit their Website at: <https://nj.gov/csc/same/overview/index.shtml> , email: SAME@csc.nj.gov , or call CSC at (833) 691-0404.

Click [here](#) to apply. Email all necessary documentation to Stockton.same@stockton.edu.

Only electronic documents will be accepted. Please complete the online application and include three professional references in addition to the following required documents. All required documents (Microsoft Word or PDF) must be submitted in order for your application to move forward.

- A letter of interest describing qualifications and accomplishments
- Current resume or curriculum vitae

Please Note:

- Stockton University is an equal opportunity institution encouraging a diverse pool of applicants. Pursuant to Title IX of the Education Amendment of 1972, Stockton University prohibits discrimination on the basis of sex (including, but not limited to the prohibition of sexual misconduct and relationship violence, sexual assault and harassment) in all of its educational programs and activities. Please visit http://www.stockton.edu/affirmative_action for information on Stockton's Equal Opportunity and Institutional Compliance processes. The University provides reasonable accommodations as appropriate. An applicant may request a reasonable accommodation for any part of the application and hiring process by contacting Bart Musitano, Manager for University Pensions and Benefits within the Office of Human Resources (Main Campus, J-115) at 609-652-4384, Monday-Friday between 8:00am - 5:00pm.

- All offers of employment are contingent upon a favorable background check, which may include social intelligence from a consumer reporting agency.
- In accordance with the New Jersey First Act P.L. 2011 c.70, effective September 1, 2011, new public employees (faculty exempt) are required to obtain New Jersey residency within one (1) year of employment. Applicants must meet the requirements listed.
- Pursuant to the Jeanne Clery Disclosure of Campus Security Policy and Campus Crimes Statistics Act (Clery Act), prospective employees may access Stockton's Annual Security and Fire Safety Report (ASFSR) at <https://www.stockton.edu/police/crime-statistics.html>. The ASFSR contains the previous three years of reported Clery Act crime statistics, fire safety information and information regarding campus and personal safety. Paper copies of the report are available at the Stockton University Police Department, building 71, 101 Vera King Farris Drive, Galloway Township, NJ, or call 609-652-4390, to request that a copy be sent via postal mail.