



The King's University offers an exceptional liberal arts education from a Christian perspective. Located in Edmonton, Alberta, King's serves students from across Canada and around the world. Join a dedicated team who have a desire and common mission to see students grow in a dynamic and nurturing Christian environment. People who love working and succeed at King's serve God gladly, work collaboratively, think creatively, and embrace diversity.

Social Media Specialist

Full-time, Temporary 1-year

POSITION SUMMARY

The Social Media Specialist generates buzz and excitement for the products, services, and brands of The King's University. The position takes a lead role in developing King's content calendar and producing the bulk of the content required for the university's main social accounts.

Reporting to the Director of Marketing, the successful candidate will excel in producing share-worthy content that is visually appealing and effective in generating word-of-mouth attention on social media. The position is particularly concerned with cultivating online engagement that supports student recruitment, institutional brand awareness, and university fundraising. In addition to developing value-added experiences for users on King's corporate accounts, the Social Media Specialist serves as an in-house resource and strategist for affiliated accounts such as: admissions, current students, Eagles Athletics, alumni relations, Micah Centre for Justice and Development, and others.

KEY RESPONSIBILITIES

- Develops captivating content for the university's primary social accounts that cultivates institutional personality and brand presence. Produces content that is relevant to key demographics and audiences and tracks engagements and interactions with this content over time.
- Organizes photo and video shoots, interviews, event coverage, etc. in support of institutional marketing goals and department-level services and activities.
- Manages King's Student Media Team. Takes the lead role in establishing creative direction for this team and in generating unique content ideas. Organizes team assignments and provides feedback on completed work.
- Captures photography and videography at flagship institutional events and functions.
- Identifies and incorporates current trends on social media into the university's content strategy.
- Designs compelling visual elements in support of the university's content strategy.
- Produces fully edited videos, captions, profiles, and photography with a high degree of creative proficiency.
- Works with department social media account holders throughout the university to strategize and develop content for their channels.
- Ensures that upcoming events are promoted well across all platforms.
- Ensures cross-institutional compliance with King's social media policy.

- Participates in additional promotional efforts with a view to student recruitment and community engagement.
- Contributes to, and works within, King's marketing plan.

QUALIFICATIONS

- Diploma or certificate in marketing, digital media, creative communications, or related discipline.
- Strong photography and videography capturing and editing abilities, required.
- Demonstrated experience with creative software (i.e. Adobe Creative Cloud), required.
- Minimum 2 years of experience managing social media accounts in an organizational setting.
- Eager to learn, capable of adapting to ever-changing trends and algorithms.
- Understands and relates to the latest trends in social media.
- Self-motivated and organized, cool under pressure.
- Capable and confident English language skills.
- Experience working with post-secondary students an asset.
- Strong capacity to work collaboratively with other team members.
- Commitment to, and understanding of, Christian post-secondary education.
- Professing, practicing Christian able to sign King's Statement of Faith.

A condition of employment is assent to the University's Christian Statement of Faith found at:

<https://www.kingsu.ca/about-us/careers>

The King's University follows a standardized salary grid. The salary range for the position is \$55,500 - \$70,613/yr dependent on qualifications and experience. A comprehensive benefit package, pension, and generous vacation and time off are provided.

Position will remain open until a suitable candidate is found.

Apply by submitting a resume and cover letter through our online portal at [kingsu.ca/about-us/careers](https://www.kingsu.ca/about-us/careers).

Human Resources

The King's University
9125-50 Street, Edmonton, Alberta
T6B 2H3

E-mail: humanresources@kingsu.ca. Visit our web site at www.kingsu.ca.

We appreciate all applicants for considering The King's University as a potential employer, however, only those considered for an interview will be contacted.

The King's University respects, appreciates and encourages diversity. We welcome applications from all qualified individuals including members of visible minorities, Indigenous, First Nations, Metis, and Inuit peoples and persons with disabilities. All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority.