



Job Bulletin E17 – 12/13

## **Web and Social Media Specialist**

**Classification: Public Affairs/Communications Specialist II**

**Full Time/Temporary**

**Application Deadline: Monday, November 26, 2012**

### **ABOUT THE CALIFORNIA MARITIME ACADEMY:**

The California Maritime Academy is a specialized campus of the California State University (CSU) system serving a student population of approximately 925. The campus, situated on the shore of the Carquinez Strait 30 miles northeast of San Francisco, currently offers baccalaureate degrees in Mechanical Engineering, Facilities Engineering Technology, Marine Engineering Technology, Marine Transportation, Global and Maritime Studies, and Business Administration. A Master of Science degree in three areas of Transportation and Engineering Management is offered.

### **POSITION SUMMARY:**

The Office of University Advancement is looking for a web and social media professional to provide oversight and management of all California State University, California Maritime Academy (CSUM) communications involving the web and social media. The position is responsible for developing and implementing web based and social media communication strategies, to collaborate with and support the efforts of various departmental content providers and to insure that Internet and social media content reflects the mission goals and values of CSUM. The specialist will help promote and shape the university's online community experience through daily interaction with current students, parents, alumni, and donors as well as answering questions and providing a wide variety of content while maintaining a uniform look and feel for CSUM's digital presence. Key responsibilities include:

- Responsible for design and content related to all CSUM digital environments.
- Work closely with campus content managers in developing webpage content and implementing a process to ensure routine content updates.
- In keeping with CSUM communications plan, guide the development and implementation of social media strategy for CSUM, including campus-wide and department-based approaches.
- Provide creative direction and develop compelling content for campus-wide social media vehicles. Provide strategic guidance for department-based efforts.
- Create and review usage statistics as well as review various input of focus groups and end user assessments to ensure user satisfaction.
- Stay current on developments in social media technologies and strategies, and make recommendations for enhancing current efforts or adopting new vehicles.
- Assist with integrating campus social media vehicles with the campus website, portal and other relevant areas.
- Coordinate the planning and logistics for special initiatives as assigned. Assist with development of activities, promotional materials and other logistics.
- Integrate institution's marketing and branding strategies into digital communications.

- As needed, plan, create, edit and proofread content for a wide range of internal and external communication products, including university marketing and fundraising materials, print publications and websites.

**SPECIAL REQUIREMENTS:**

- May require occasional evening and weekend work.

**MINIMUM QUALIFICATIONS:**

- Bachelor's degree or higher from an accredited college or university in marketing, public relations, communications or a related field is required.
- 1 – 3 years of web application development experience.
- Experience with databases including MySQL; additional database experience a plus.
- Experience with using social networking sites on behalf of an organization, gathering content for multimedia use, using a content management system to post content online and embedding social media applications on web sites.
- Experience managing online content and profiles on social media sites.
- Highly creative, versatile, detail-oriented and results driven.
- Ability to communicate complex subjects with simple, direct writing that inspires audiences to take action.
- Proficient in PHP, Joomla, Perl, OOP, XML, JavaScript, AJAX, HTML, CSS, and SVN.
- Proficient in use of interactive marketing techniques such as video sharing, social networks, e-mail marketing and blogs.
- High skill in relational database design, detail oriented and result driven.
- Graphic design skills, knowledge of Dreamweaver, Photoshop, Illustrator, Adobe Acrobat, InDesign, HTML

**DESIRABLE QUALIFICATIONS:**

- Experience working in higher education.
- Experience with project management and event coordination.

**SALARY:** \$3469 - \$5201 per month. Salary commensurate with experience.

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**APPLICATION PROCESS:** Interested parties may submit a cover letter, resume and salary requirements to:

[hr@csu.edu](mailto:hr@csu.edu) (reference E17 in the subject line) or mail to:  
**Human Resources Office, Job Bulletin E17**  
**California Maritime Academy**  
**200 Maritime Academy Drive**  
**Vallejo, CA 94590**

Based upon a review of the resume and accompanying documents, only those persons whose qualifications best match job requirements will be interviewed. Applicants selected for an interview will be notified of interview appointments by telephone. Additional information about the California Maritime Academy and job openings can be found at [www.csum.edu](http://www.csum.edu).

**BENEFITS:** The California Maritime Academy offers a broad range of benefits for qualifying positions including medical, dental, vision, life and disability insurances, retirement (CalPERS), fee waiver, vacation and sick leave.

**ELIGIBILITY TO WORK:** Applicants must provide proof of U.S. citizenship or authorization to work in the United States within three days of the date of hire.

**The California Maritime Academy is committed to a diverse work force and is an equal opportunity employer.**