

**PANOLA COLLEGE
JOB DESCRIPTION**

JOB TITLE:	Part Time Social Media Specialist	FLSA status:	Non-Exempt
DEPARTMENT:	Institutional Advancement	REPORTS TO:	Director of Institutional Advancement

Position summary: Under direct supervision, this position plays a key role in capturing and creating engaging content that reflects the life, energy, and achievements of Panola College students, faculty, staff, and programs. The Specialist will maintain a detailed content calendar, assist with website updates, track social media analytics, and execute a content strategy aligned with the College's goals.

Position responsibilities:

- Capture high-quality photo and video content across all campuses and events.
- Create platform-specific content for Facebook, Instagram, LinkedIn, YouTube and other approved channels.
- Post updates at least once daily on assigned platforms; utilize stories, reels, polls, live video, and other content formats.
- Maintain and regularly update a comprehensive content calendar for Director of Institutional Advancement.
- Write clear, engaging, and timely copy for social posts, announcements, and digital campaigns.
- Edit photos and videos to produce polished, on-brand posts.
- Monitor social media trends, emerging tools, and best practices to keep Panola College content current and competitive.
- Track performance metrics and produce monthly analytics summaries.
- Assist in developing strategies to grow reach, engagement, and brand visibility.
- Manage designated platforms after approval period, creating differentiated content tailored to each audience.
- Once given approval to do so, engage with followers by responding to comments and messages in a professional and timely manner.
- Assist with routine website updates, including photos, program information, news items, and event pages.
- Coordinate with the Social Media & Communications Coordinator on messaging consistency and brand alignment.
- Collaborate with faculty, staff, coaches, and student organizations to gather timely content.
- Obtain approval for content during the first 3-60 days from the Director of Institutional Advancement or the Social Media & Communications Coordinator.
- Ensure all content adheres to Panola College branding guidelines, accessibility standards, FERPA regulations, and copyright rules.
- Maintain organized digital files, project folders, and archives of photo and video assets.
- Travel to Center and Marshall campuses for content collection, as needed.
- Travel outside the region for athletics or special event coverage, if required.
- Assist with marketing initiatives, graphic design projects, and special campaigns, as assigned.
- Support the Institutional Advancement Office events such as Designer Purse Bingo, Graze with the Ponies, and other Foundation activities.
- Performs miscellaneous job-related duties as assigned.

Minimum Position Requirements:

- Associate's Degree or higher in marketing, communications, digital media, public relations, or related field is preferred.
- Demonstrated experience managing social media for an organization or personal brand (portfolio or examples required).
- Proficiency in photo and video editing tools (e.g., Canva, Adobe Express, CapCut, Adobe Premiere Rush, Lightroom, etc.).
- Strong writing, proofreading, and storytelling skills.
- Familiarity with trending social media formats and engagement strategies.
- Ability to work flexible hours, including some evenings and weekends.
- Ability to travel locally within the College's service area.
- Knowledge of higher education communication practices.

Knowledge, Skills, and Abilities Required:

- Strong interpersonal and communication skills.
- Knowledge of and experience with basic office equipment.
- Ability to organize, set priorities and maintain records.
- Ability to foster a cooperative work environment.

- Knowledge of computerized information systems.

Physical Demands and Work Environment:

- Must be able to stand, walk, and move frequently during events.
- Must be able to lift or carry photography equipment (approximately 10-20 lbs.)
- No or very limited exposure to physical risk.
- Must maintain a valid driver's license
- Some travel required.