

Social Media Manager

The Office of Communications at the CUNY Graduate School of Public Health & Health Policy (CUNY SPH) seeks a creative and strategic Social Media Manager to help grow our online presence, engage our audience, and promote our brand across various platforms. The Social Media Manager will assist with developing and implementing social media strategy, and creating high-quality content for the school's social media channels. If you're passionate about content creation and connecting with online communities, we'd love to hear from you.

The Social Media Manager will report to the Director of Communications. This is a part-time position with and hours should be worked during regular business hours, Monday through Friday, between 9am to 5pm.

ABOUT CUNY SPH

The CUNY SPH is committed to promoting and sustaining healthier populations in New York City and around the world through excellence in education, research, and service in public health and by advocating for sound policy and practice to advance social justice and improve health outcomes for all. sph.cuny.edu

KEY RESPONSIBILITIES

- Develop, implement, and manage social media strategies across platforms to increase reach and engagement of key audiences (e.g. LinkedIn, Instagram, Facebook, YouTube)
- Create, curate, and publish high-quality, engaging content (graphics, images, videos, copy) tailored to each platform's audience to highlight the school's programs, research, news, and events
- Monitor social media channels for trends, opportunities, and feedback, responding promptly to comments and inquiries
- Track performance metrics (engagement, reach, followers, conversions) and generate regular reports with actionable insights
- Collaborate with other team members to align social media efforts with overall marketing campaigns and the school's goals
- Stay up-to-date on the latest social media trends, tools, and best practices to enhance engagement and brand visibility

QUALIFICATIONS

- At least 2 years of experience managing social media accounts for businesses or organizations
- Knowledge and experience with social media platforms including LinkedIn, Instagram, Threads, Facebook, Twitter/X, YouTube, TikTok, and other emerging platforms
- Knowledge of social media trends, algorithms, and best practices
- Excellent writing, editing, and visual content creation skills

- Proficiency in basic graphic design and video editing tools (e.g. Canva, Adobe Spark)
- Familiarity with social media scheduling tools (e.g. Hootsuite, Buffer) and analytics platforms
- Ability to use analytics and research to evaluate campaigns and design strategy
- Ability to work independently, manage time effectively, and meet deadlines.
- Ability to also work collaboratively with a sense of urgency and timeliness in a fast-paced environment
- Meticulous attention to detail and accuracy
- A creative mindset with the ability to adapt content to different audiences and platforms

COMPENSATION AND BENEFITS

- \$25.51 per hour
- 15-19 hours per week – Hours are expected to be worked during regular business hours, Monday through Friday, between 9am to 5pm
- This position is currently remote, though this may be subject to change in the future

Please send your resume and portfolio of your work to Sumana Chandra, Director of Communications, at sumana.chandra@sph.cuny.edu.