

## Social Media Coordinator

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Anglo-American University announces a search to fill the **full-time position of the Social Media Coordinator**.

Anglo-American University is the oldest private university in the Czech Republic, offering undergraduate and graduate programs accredited both in the Czech Republic and the United States of America. Our mission is to provide high-quality education through personalized interaction between students, faculty, and staff in a diverse, international environment.

### **General Description:**

Social media within the academic space is a buzzing and interactive environment. We're looking for someone proactive, outgoing, and forward thinking- someone eager to cover live events, create visually dynamic content and see opportunity in upcoming media trends. If you enjoy working collaboratively within a team of creatives and are passionate about everything social media, this position is for you. The Social Media Coordinator role is flexible being offered as an office position with home office opportunities.

This full-time position reports to the Marketing Director and is a member of the AAU Marketing Team.

### **Responsibilities:**

- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with the marketing team to create a social media calendar.
- Develop original content and suggest creative ways to attract more customers and promote our brand.
- Execute a results-driven social media strategy.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Identify and work with organic influencers.
- Assist in the development and management of social media marketing and influencer marketing strategy.

### **Profile:**

- Instagram and Tik-Tok native
- Competent with Canva or alternative social media content creation tools
- Experience with Sprout Social or alternative social media management platforms
- Video first attitude towards social media content
- Past experience with social media community management or personal brand management
- Excellent English speaker
- Ability to understand historical, current, and future trends in the digital content and social media space

- Strong copywriting and copy editing skills
- Top-notch oral and verbal communication skills
- Impeccable time management skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadline

Interested candidates (eligible to work in the Czechia) should send their CV and a cover letter to Lucie Kacovská at [lucie.kacovska@aauni.edu](mailto:lucie.kacovska@aauni.edu). The review of the applications will start after **June 15, 2022** and will continue until the position is filled. It is expected that the selected candidate will assume the position **from July 2022 or upon agreement**.

The contract will be concluded for one year; in case of satisfaction contract may be prolonged.

For more information about the University, visit the website of [Anglo-American University](https://www.aauni.edu).