

Social Media and Community Specialist

Join the Anglo-American University as a **Social Media and Community Specialist (full-time position)**.

Anglo-American University (AAU) is a prestigious and internationally recognized institution located in the heart of Prague. With a commitment to providing quality education and a vibrant learning environment, AAU offers a wide range of degree programs to students from around the world. We are currently seeking a talented and passionate Social Media and Community Specialist to join our marketing and communications team.

The Social Media and Community Specialist at Anglo-American University will play a dual role in both developing and executing social media strategies and in enriching community engagement. This position requires a creative and strategic thinker who can not only leverage social media platforms to promote AAU but also cultivate and coordinate a vibrant, engaged community through weekly bulletins, online forums, and community events.

Main responsibilities:

- Develop and implement comprehensive social media strategies aligned with AAU's brand guidelines and marketing objectives.
- Create compelling and engaging content for various social media platforms, including Facebook, Instagram, Twitter, TikTok, LinkedIn, and YouTube.
- Plan, curate, and send out a weekly community bulletin to engage students, staff, faculty, and alumni in campus life and upcoming events.
- Plan and schedule social media posts, ensuring a consistent and strategic presence across all channels.
- Monitor social media trends and emerging platforms to identify opportunities for innovation and growth.
- Coordinate communication of online and offline community events to foster a sense of belonging and engagement among students, staff, faculty, and alumni.
- Engage with the AAU community through social media and community platforms, responding to comments, messages, and inquiries in a timely and professional manner.
- Collaborate with the marketing team to develop and execute social media campaigns, contests, promotions, and community events.
- Utilize analytics tools to track and analyze social media and community engagement performance, providing regular reports and insights to inform future strategies.
- Stay up-to-date with industry trends, best practices, and emerging technologies in social media, community management, and digital marketing.
- Work closely with the creative team to create visually appealing and impactful social media assets and community materials, including graphics, videos, and infographics.
- Collaborate with other departments and stakeholders to ensure social media and community management efforts align with overall marketing and communication objectives.

Profile:

- Bachelor's degree in marketing, communications, or a related field.
- Minimum of 3 years of experience in social media management and community coordination, preferably in a brand environment that is value-driven.
- Proven track record of developing and implementing successful social media strategies and community engagement initiatives.
- Experience in creating and distributing newsletters or bulletins is a plus.
- Excellent written and verbal communication skills in English, with a keen eye for grammar and attention to detail.
- Strong storytelling abilities, with the capacity to create engaging and compelling content for different marketing formats and community channels.
- Proficiency in social media management tools, community platforms, and analytics.
- In-depth knowledge of various social media platforms, community forums, and their best practices.
- Familiarity with AI tools and their application in social media and community management.
- Creative mindset with the ability to think outside the box and generate innovative ideas.
- Strong organizational skills with the ability to manage multiple projects and priorities in a fast-paced environment.

We offer:

- Multicultural, international environment
- Possibility of personal development (taking university courses free of charge)
- 5 weeks of paid vacation per year
- 5 sick days per year
- 1 hour lunch break included in working hours (for the full time job)
- Multisport card (party paid by the employer)

Interested candidates should send their CV and a cover letter to Lucie Kacovská at lucie.kacovska@aauni.edu. The **review of the applications will start after the 5th of October 2023 and will continue until the position is filled.** It is expected that the selected candidate will assume the position as soon as possible or upon agreement. For more information about the University, visit the website of Anglo-American University www.aauni.edu