

## Social Media and Community Coordinator

Anglo-American University announces a search to fill a **part-time position of Social Media and Community Coordinator** to join our Marketing and Communications team.

### General Description:

The **Social Media and Community Coordinator** at Anglo-American University will play a key role in developing and executing social media strategies to enhance our online presence and engage with our diverse community, including prospective students and their parents, current students, alumni, faculty, and staff. This position requires a creative and strategic thinker who can effectively leverage social media platforms to promote AAU, showcase student life, highlight academic programs, and foster a sense of community. The ideal candidate should have a strong understanding of brand storytelling and communication techniques, aligned with AAU's mission to provide quality education and foster a vibrant community. This position will report to the Brand and Communications Manager and work closely with all departments across the university.

### Responsibilities:

- Develop and implement comprehensive social media strategies aligned with AAU's brand guidelines and marketing objectives.
- Plan and schedule social media posts to ensure a consistent and strategic presence across all channels.
- Monitor social media trends, industry best practices, and emerging technologies (including AI tools) to identify opportunities for innovation and growth.
- Create compelling and engaging content for various social media platforms, including Instagram, Facebook, TikTok, Twitter, LinkedIn, Pinterest, and YouTube.
- Collaborate closely with the creative team to produce visually appealing and impactful social media assets, including graphics, videos, and infographics.
- Provide photo and informal video coverage of events as needed (including those held on evenings and weekends) for social media posting.
- Work on tight deadlines to create and post content quickly when necessary.
- Accurately and professionally monitor and respond to/engage with organic social media comments and inquiries, seeking assistance and support when needed.
- Support departments across the university with their social media needs.
- Plan, curate, and send out a weekly community bulletin to engage students, staff, faculty, and alumni.
- Stay up to date with the latest trends and innovations.
- Utilize analytics tools to track and analyze social media performance, providing regular reports and insights to inform future strategies.

**Requirements:**

- Background in marketing, communications, or a related field.
- Experience in a similar role within communications/social media fields or studies is an advantage.
- Excellent written and verbal communication skills and attention to detail.
- Ability to work as a team player in a fast-paced environment.
- Prior expertise with Sprout Social and Canva is preferred.

**We offer:**

- 25 days of vacation per a year
- 5 sick days per a year
- Multisport card partly paid by the employer
- 50% workload (20 hours per week)
- Flexible working hours, option of home office 2 days a week

Interested candidates should send their CV and Cover Letter to Ivana Vrobel at [ivana.vrobel@aauni.edu](mailto:ivana.vrobel@aauni.edu).  
The **review of the applications will start after July 1, 2024** and will continue until the position is filled.