



WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Social Media Specialist

Mission Statement

University Communications (UC) serves as William & Mary's central communications office, comprising three teams that support and promote the vision, mission and values of the university. The Media Relations Team includes the university spokesperson and leads national media outreach, response, strategy and emergency communications. The Web Development & Strategy Team provides a suite of services to support campus digital and web communications, including collaborative planning, concepts, strategy and communications tools. The Content & Strategy Team leads public relations strategy, content strategy, communications planning, storytelling, internal communications, and social media. Part of University Advancement at William & Mary, University Communications coordinates closely with University Marketing and associated groups.

Position Summary

Reporting to the Senior Director of Social Media, the Social Media Specialist is responsible for fostering meaningful interactions across William & Mary's social media platforms. This role focuses on building relationships with audiences at every phase of their journey, managing conversations, and cultivating a vibrant, inclusive online community. The ideal candidate is a skilled communicator who thrives on engagement, understands platform dynamics, and is passionate about creating a positive digital experience.

The social media specialist is responsible for managing communities and developing audiences on social media. They will work closely with marketing and communications colleagues to elevate our brand across William & Mary's social media platforms.

The Social Media Specialist proactively engages with audiences to strengthen community and brand loyalty, identifying user-generated content and storytelling opportunities, and monitoring conversations across platforms. Responsibilities include responding to comments and messages, moderating discussions to ensure a respectful environment, and tracking engagement trends and audience sentiment—all while maintaining a consistent voice aligned with university brand guidelines. This role works closely with content and strategy teams to align engagement efforts with broader campaigns and share insights that inform messaging. As part of the team elevating William & Mary's brand, the Social Media Specialist helps enhance the university's presence across all media and ensures alignment with the overall content strategy.

The specialist will help foster a culture of belonging that provides opportunity for all people and perspectives. This is a hybrid position based in Williamsburg, VA, that offers a flexible work environment.

Review the full position description with all job duties under the “Featured Job Opportunities” on the University Advancement recruitment website: <https://advancement.wm.edu/come-work-with-us/open-positions/index.php>

Required Qualifications

- Experience managing social media communities in a professional or organizational setting (2+ years)
- Strong written communication and interpersonal skills
- Familiarity with social media platforms (LinkedIn, Instagram, YouTube, Facebook, Threads, Bluesky, X)
- Ability to handle sensitive or critical interactions with professionalism and empathy

Preferred Qualifications

- Experience in higher education, nonprofit, or mission-driven organizations
- Familiarity with social listening tools and engagement analytics
- Knowledge of community management best practices and online moderation
- Understanding of digital accessibility and inclusive communication practices

Conditions of Employment

- This is a non-exempt position, eligible to receive overtime in accordance with the Fair Labor Standards Act. This position may be subject to overtime during high peak times, etc. as directed and approved by the supervisor.
- This position is subject to additional hours beyond the typical work day/week, including evenings and weekends.

Is the position remote work eligible? Hybrid (works remotely at least 1 day per week but not full-time).

Position Duties

75% - Community Management

- Build positive relationships with digital audiences at every phase of their relationship with the university, creating authentic connections and conversations that strengthen brand awareness and loyalty.

- Assist with answering community questions on our social media, especially prospective students and their families.
- Find opportunities for William & Mary to tap into new digital conversations and curate user-generated content.
- Monitor and moderate social media conversations about William & Mary and surface key insights to internal stakeholders.
- Serve as an on-call representative for emergencies and other after-hours needs on a rotating basis with other members of the office.
- Proactively engage with audiences across social media platforms to build community and brand loyalty
- Identify user-generated content and community story opportunities
- Monitor, listen and respond to comments, messages, and mentions across social media platforms, while informing key stakeholders of potential issues or crises and making recommendations to guide content development efforts.
- Moderate discussions to ensure a respectful and inclusive environment in line with written social media community guidelines
- Support the growth of social media audiences through strategic engagement
- Track and report on engagement trends and audience sentiment
- Maintain a consistent voice and tone across platforms in alignment with university brand guidelines
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15% - Social Media Content

- Develop messages across multiple platforms in alignment with the university's content and brand strategies and in compliance with the university's social media guidelines.
- Execute social media best practices for managing and developing creative content for university-level social media platforms.
- Ensure consistency with the university's brand and visual identity standards.

5% - Project Management

- Collaborate on projects and events with university partners including University Marketing, University Events, Undergraduate Admission, Alumni Association, and Tribe Athletics and the professional and graduate schools.
- Participate as a member of multiple project teams. Effectively apply project management principles. Assist with project management as part of the University Communications social media team.

5% - Social Media Analytics

- Track and analyze social media influence measurements to better inform William & Mary's social media engagement efforts and content strategies.
- Assist with the production of analytical reports for university stakeholders.

Equal Opportunity Statement

EEO is the Law. Applicants can learn more about William & Mary's status as an equal opportunity employer by viewing the "Know Your Rights" poster published by the U.S. Equal Employment Opportunity Commission. <https://www.eeoc.gov/know-your-rights-workplace-discrimination-illegal>

Background Check Statement

William & Mary is committed to providing a safe campus community. W&M conducts background investigations for applicants being considered for employment. Background investigations include reference checks, a criminal history record check, and when appropriate, a financial (credit) report or driving history check.

Benefits Summary Statement

William & Mary offers our employees a full array of benefits including retirement, health insurance with options for expanded dental and vision along with group and optional life insurance with coverage for spouse and children, flexible spending accounts, and an EAP (Employee Assistance Program). Our employees enjoy additional university benefits such as educational assistance, professional development, wellness benefits, and a robust holiday schedule. All employees have access to fitness facilities on campus. Staff members also have access to the university libraries, and much more.



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In addition to salary, William & Mary provides wonderful benefits and perks that add to an employee's total compensation package. Below is a comprehensive overview of benefits for the **Social Media Specialist** with the top salary of **\$53,000, commensurate with experience**. This position is classified as operational which defines the benefits package.

HEALTH & LIFE

Our **health plan options** are designed to support a healthy lifestyle for you and your family. As state employees, we have multiple health insurance plans to attend to our employees' health needs. The Commonwealth's Department of Human Resources Management (DHRM) administers all plans. For in-depth descriptions and cost of premiums for each plan, including optional buy-ups, visit [DHRM's Health Benefits website on plan choices](#). *New employees are required to make health coverage selections within 30 calendar days of hire date.*

Optional Life Insurance For benefits-eligible employees, a group life insurance policy is provided for you. The amount is equal to your annual salary rounded to the next highest thousand (when applicable), and then doubled. This is a double indemnity policy that would pay twice the value of the insurance in the event of an accidental death. .

Long Term Care Insurance The Virginia Retirement System (VRS) has contracted with Genworth Life Insurance Company to offer Long-Term Care Insurance to Commonwealth of Virginia employees. Coverage is participant-paid (directly billed to employees and not payroll deducted) for a monthly benefit allowance of covered long-term care expenses.

TIME OFF

In addition to 12 paid holidays per year, you will accrue between 12 and 27 days per year of **annual leave**, which may be used however you wish, including vacations and other personal purposes, or to cover other kinds of leave for which you have zero balance.

A benefit unique to William & Mary eligible employees is an additional 16 hours of paid leave per year for **community service leave**, for services within their communities through school assistance or as a volunteer member of a community service organization, so you can get out there and be a part of the broader community.

RETIREMENT

In addition to Social Security, contributions will be made for you to a Virginia Retirement System (VRS) plan. The VRS plan that you are eligible to participate in is based on your hire date.

VRS Hybrid Plan (*for employees hired on or after January 1, 2014 with no prior state service*)

This is a combination of a defined (or fixed) benefit retirement plan and defined contribution (or 401k-like) plan. Members must have at least five years of service and have attained age 60 to retire early with reduced benefits. To receive full benefits, the member must be of social security age and have at least five years of service credit or when age and service credit equal at least 90. The benefits received under the defined benefit portion of the plan are determined by salary, length of service, age at retirement, and the retirement income option selected (e.g., survivorship, partial lump-sum optional payout). The benefits received under the defined contribution portion of the plan are determined by the contribution level and fund performance over time. More information about the [VRS Hybrid Plan](#) can be obtained at the VRS website.

ADDITIONAL PERKS

In addition to the perk of living in Williamsburg, close to beautiful parks, nature trails, fabulous shopping, Second Sundays on Merchant's Square, farmer's markets and more, William & Mary employees enjoy these additional perks.

EMPLOYEE EDUCATIONAL ASSISTANCE

The [Educational Assistance Policy](#), permits eligible faculty and staff who participate in the VRS or ORP retirement program to take advantage of educational opportunities. Participation in the program is by approval only. An eligible employee may be approved to enroll in an academic credit course of instruction at William & Mary and have the current tuition paid for or waived within the terms of the policy. An eligible employee may also be approved to enroll in an academic credit course of instruction at an institution other than William & Mary and have the current tuition reimbursed under the terms of the policy, provided the courses are not offered at William & Mary and are directly related to the employee's job.

AFLAC

Employees can choose from different optional policies for coverage such as cancer insurance, intensive care insurance and disability, etc. These are optional plans. For additional information please call 1-800-992-3522 or visit [AFLAC](#) on the web.

DISCOUNTS

W&M ID Card Local Discounts: Employees can use their ID card at participating local vendors in the Williamsburg area to receive discounts on meals, lodging and purchases.

Colonial Williamsburg Collegiate Pass: W&M employees are eligible for a discounted Colonial Williamsburg Collegiate Pass, which includes the use of Colonial Williamsburg's bus system and

admission into any of the exhibits in the restored area. Present your W&M ID at the Colonial Williamsburg Visitor's Center or ticket offices to get your discounted pass.

Statewide Discounts: [DHRM List](#) information is online.

OTHER GREAT PERKS

Use of W&M Facilities: Many university facilities, including the [recreational facilities](#) and [the libraries](#), as well as [fitness classes](#), are available to employees. Contact specific facilities for details.

SunTrust Bank: SunTrust Bank provides benefits to William & Mary employees. For questions and assistance, please contact your local Jamestown Road SunTrust Branch (1186 Jamestown Road, Williamsburg, VA 23185) at 757-603-4749.

Child Care: [Williamsburg Campus Child Care](#) (WCCC) is a nonprofit organization which has had a successful program in Williamsburg since 1981.

CommonHealth: [CommonHealth](#) of Virginia offers programs available to all full-time William & Mary employees and dependents.

Legal Resources: [Legal Resources](#) is a program that allows employees to pay \$16.50 per month for legal services. Visit the website to learn more.