



1867

**HOWARD**  
**UNIVERSITY**

**Social Media Coordinator**

**Washington, DC**



## An Unprecedented Time for Howard University



Left to right: Vice President Kamala Harris; Chadwick Boseman; Isabel Wilkerson; Former Rep. Elijah Cummings; Taraji P. Henson

Howard University, bolstered by an active and energetic alumni base, is experiencing historic and unprecedented institutional and philanthropic growth. With a more visible profile in elite higher education, the University has embarked on a significant expansion of and investment in its Advancement efforts. If you are an enthusiastic professional looking for a chance to make a difference, now is the time to join this historic institution and become a part of something great.

Howard University has put into action an ambitious, yet attainable, fundraising strategy that seeks to enhance the Howard experience well beyond the bounds of Washington, DC.

Are you ready to join this historic movement and bring about tangible change to Howard and beyond? Continue reading to learn more about the University, these exciting opportunities, and how you can utilize your talent in elevating Howard's mission of Excellence in Truth and Service.

# Veritas et Utilitas.

Excellence in Truth and Service is Reflected in all that we do.

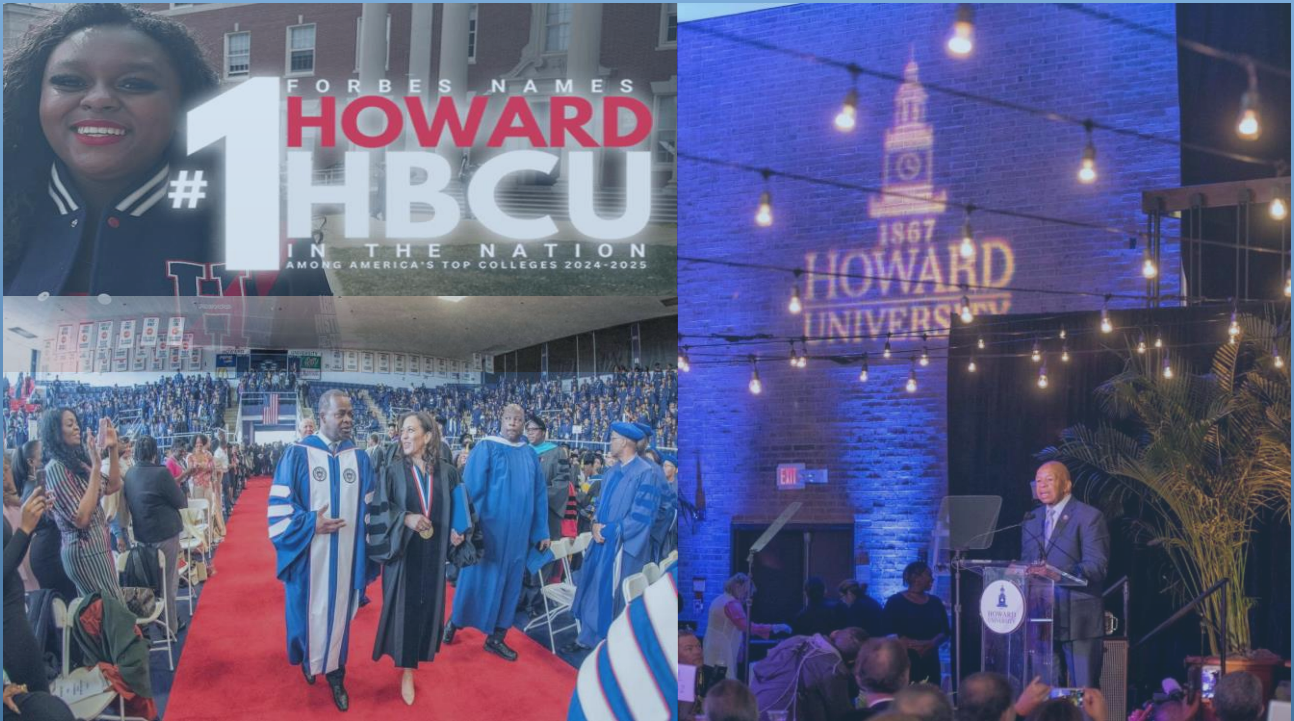
Since 1867, Howard has awarded more than 130,000 degrees in the professions, arts, sciences, and humanities. Howard ranks among the highest producers of the nation's Black professionals in medicine, dentistry, pharmacy, engineering, nursing, architecture, religion, law, music, social work, and education.

The University has long held a commitment to dismantle systems and processes that marginalize and harm people in American society and throughout the world. The goal is the elimination of inequities related to race, color, social, economic, and political circumstances. As the only truly comprehensive predominantly Black University, Howard is one of the major engines of change in our society. Through its traditional and cutting-edge academic programs, the University seeks to improve the circumstances of all people in the search for peace and justice on Earth - Howard prepares men and women to advance social justice and the preservation of human liberty.

Regarded as one of the most prestigious institutions of higher learning, current enrollment is more than 13,000 undergraduate, graduate and professional students representing 49 states and more than 100 countries. The University continues to prepare Black scholars in every field and across the globe.



## Principal Accountabilities



The Digital Social Media Coordinator, reporting to the Senior Creative & Digital Communications Manager, plays a key role in developing engaging social media content. They strategically manage platform use and audience engagement while ensuring consistency with the University's brand and style guidelines. This position supports the Development and Alumni Relations (DAR) division's fundraising efforts by coordinating social media strategy, creating digital content, and maintaining the advancement communications team's digital content calendar.

### PRINCIPAL ACCOUNTABILITIES:

- Craft compelling, brand-consistent content designed to engage target audiences and promote brand awareness and loyalty
- Assist in creating social media calendar and ensure it is routinely updated
- Utilize various analytical tools to monitor and evaluate the performance of social media campaigns and strategies
- Actively engage with and respond to followers and customers through various social media platforms to foster a strong community of supporters
- Stay abreast of the latest social media trends and technologies to ensure the brand's online presence remains relevant and effective
- Collaborate with the Office of University Communications to communicate messaging from across the University
- Ability to capture captivating photos and video by using various applications
- Assist in repurposing content for web and email collaboration efforts
- Availability to attend university and DAR events throughout the year

# The Candidate

## CORE COMPETENCIES:

- ❖ Experience with creating content, posting and managing an array of social media platforms and software to inform, engage and influence multiple audiences
- ❖ Demonstrated experience capturing photos and familiarity with video editing tools such as Adobe Premiere Pro, iMovie, or Final Cut Pro for crafting engaging video content
- ❖ Ability to engage, find stories and interact with students, alumni and the university community to produce compelling content
- ❖ Knowledge of graphic design software like Adobe Creative Cloud (Photoshop, Illustrator, and InDesign), Canva, or Snappa for creating visually appealing content
- ❖ Creativity and demonstrated awareness of emerging trends in social media
- ❖ Ability to work effectively on teams with technical and non-technical colleagues to successfully execute projects
- ❖ Ability to plan, prioritize and organize a diversified workload with attention to detail and an urgency to meet deadlines
- ❖ Ability to work collaboratively across campus and independently with purpose and accuracy in a fast-paced environment
- ❖ Ability to exercise sound judgment.

## MINIMUM REQUIREMENTS:

- ❖ Bachelor's degree in marketing, communications, public relations, or journalism preferred.
- ❖ Three (3) years of experience that includes managing social media platforms from concept to completion, particularly in higher education
- ❖ Experience using content management system (CMS) and other digital platforms to disseminate content
- ❖ Excellent written and verbal communication and interpersonal skills



# Social Media Coordinator

Washington, DC



1867

HOWARD  
UNIVERSITY

To learn more and apply, please visit:

<https://driwaterstonehc.com/position/social-media-coordinator-howard-university>

## Salary Range: \$55,000 - \$75,000 annually

All first-round interviews for this position will take place via telephone/video conference with DRiWaterstone.

DRiWaterstone Human Capital is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

Howard University is an Equal Opportunity Employer. All applicants are expected to uphold the University's core values which includes diversity and inclusion. All staff treat people with dignity and respect by being fair and consistent. We demonstrate an open-minded approach to understanding people regardless of their race, gender, age, national origin, religion, ethnicity, disability status or other characteristics. We show respect for the beliefs and traditions of others; encourage and promote practices that support cultural diversity; and discourage behaviors or practices that may be perceived as unfair, biased, or critical toward people with certain backgrounds.

DR*i* Waterstone  
HUMAN CAPITAL