I. POSITION TITLE: Social Media & Public Information Specialist

II. SUMMARY STATEMENT:
The Social Media and Public Information Specialist is responsible for assisting the Director, Public Information and Government Relations in performing all aspects of public relations including writing, editing, publication design, promotion, and publicity. The specialist serves as the social media and website content manager and performs and maintains all basic functions of the PIGR office in the director's absence.

III. ORGANIZATIONAL RELATIONSHIPS:

A. The Social Media & Public Information Specialist reports directly to Director of Public Information and Government Relations and is responsible to Director of Public Information and Government Relations.

B. The position may require some supervision of interns and/or student workers.

C. The Social Media and Public Information Specialist coordinates most closely with the Director, Public Information and Government Relations, the Webmaster, the Multimedia Production Specialist, the President's Office, the Admissions Office, and all other offices that have need of public information services. In addition, the Social Media and Public Information Specialist maintains contact with outside vendors, Digital Printing & Design Services, and the media and other outside agencies to carry out assigned duties. The position also requires interaction with the public and students to provide information about the College.

IV. ESSENTIAL DUTIES:

A. Performs specific social media and public information duties.

1. Serves as Social Media Specialist by maintaining the official college Facebook, Twitter, Instagram, and other social media accounts, monitoring these accounts on a daily basis, including evenings and weekends. The specialist will post upcoming events, news items, and pertinent information such as weather cancellations or delays. The specialist will work closely with the Director to monitor page content, respond to online inquiries from fans/followers, and remove content that is deemed inappropriate, offensive, or of a harassing or threatening nature.

2. Trains College staff and faculty on social media usage including general etiquette and institutional guidelines and policies relating to social media.
3. Works closely with the Director and the Webmaster to keep the website up-to-date. This includes adding events and deadlines to the online calendar, and adding news releases and other content to the website. The specialist will maintain the Features and Spotlights area on the home page and will keep this section current and timely with guidance from the Director.

4. Works closely with the Director and Digital Printing & Design Services to create public information projects and college publications including, but not limited to, academic and recruitment program literature, electronic newsletters, the electronic catalog, and other publications as assigned.

5. Assists in the promotion of news and events to the campus community in the public through various channels including the HCC website and social media channels, the electronic sign, and external media outlets.

6. Works closely with the Director on campus events.

B. Writes, designs, and prepares layout for College publications.

1. Writes news releases, Web and social media content, newsletters, curricula brochures, advertisements, and articles as assigned by the Director.

2. Proofreads and copyedits assigned material for internal and external release.

3. Interviews faculty, administrators, and students to obtain information and prepare information to be published as needed.

4. Assists in preparing jobs for printers and newspapers, including interfacing with local printers and photographers.

5. Works closely with Advising, Admissions, and academic divisions to create and maintain college program literature (i.e., fact sheets, program booklets, brochures, etc.) for distribution and recruitment purposes.

C. Serves as substitute to the Executive Assistant to the President and is responsible for the following administrative duties in that role:

1. Receives and screens visitors and telephone calls to the Office of the President. Processes correspondence including confidential mail, documents, and directives.

2. Fields comments from concerned students and/or the community, and researches the background and nature of the situation for the President’s review. Refers complainant to appropriate College department as needed. Tracks responses to students by other members of the Executive Staff.

3. Prepares and distributes reports and communications originating from the President’s Office.
4. Manages the President's calendar including scheduling or rescheduling multi-party meetings and appointments with campus and off-campus group.

5. Handles extremely confidential matters to include but not limited to; Board of Trustee closed session information, personnel matters, and correspondence from the President's Office that are extremely confidential in nature.

6. Works on special projects for the President, including Power Point projects that involve extensive arrangement of college photos and content.

D. Assists in providing photographic needs, in coordination with the Multimedia Production Specialist.

1. Takes photographs of HCC people and events for various publications or releases, as needed.

2. Works with the Multimedia Production Specialist to maintains the employee pictorial directory or "FACES" book by working closely with Human Resources and photographing new hires.

E. Performs general secretarial duties.

1. Updates all mailing lists and email listservs for the department.

2. Maintains necessary files.

3. Types, emails, faxes, and mails required correspondence, news releases, etc.

4. Maintains and orders office supplies and giveaway items.

5. Prepares check requests each week.

V. JOB KNOWLEDGE:

A. Education and Experience – Bachelor's degree required, including or supplemented by courses in communications, technical writing, and electronic and new media; experience with interactive and social media; three years related experience; or any equivalent combination of experience and training which provides required knowledge, skills, and abilities.

B. Skills and Abilities – Strong writing and editing skills, adhering to AP style guidelines; strong knowledge of Facebook, Twitter, Instagram, and other social media platforms; familiarity with Hootsuite and other social media scheduling and analytics software; general photography skills; general knowledge of Adobe Creative Suite; good organizational skills; good decision-making skills; sound judgment and ability to maintain confidentiality; ability to communicate
effectively both orally and in writing; ability to work independently in the absence of detailed instruction; ability to work under pressure of deadlines and multiple projects.

VI. WORKING ENVIRONMENT: Normal office environment with evening and weekend coverage for social media monitoring, and occasional other activities.

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DISCLAIMER

The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, this job description does not establish a contract for employment and the content is subject to be changed, modified, or deleted at the discretion of the College with the approval of the Area Dean and the President, or the employee may be requested to perform job responsibilities not listed in this job description. In compliance with the Americans with Disability Act (ADA) of 1990, the College will make reasonable accommodations with those individuals with a disability as defined by the ADA. Hagerstown Community College is an Affirmative Action/Equal Opportunity Employer and does not discriminate against individuals for reason of race, color, religion, gender, age, marital status, sexual orientation, national or ethnic origin, veteran status, Vietnam Veteran status or conditions of disability