

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

RESIDENCE & SOCIAL MEDIA COORDINATOR

POSITION OVERVIEW

This position is a full-time, 12-month staff union position under the dual supervision of the Director of Residential Life and Student Activities and Director of Admissions. As Residence & Social Media Coordinator, the employee is responsible for assisting the other residential staff in providing dynamic training and supervision of the Resident Assistant and Orientation staff. This employee also assists in creating and implementing a positive living-learning environment for resident students. The Coordinator shares on-call responsibilities as part of the professional staff duty rotation on evenings and weekends. In addition, this position is responsible for the internal department management of admissions print publications, advertising, and marketing efforts in coordination with the director of marketing. This individual will lead the Office of Admission's efforts in expanding its social media presence. This position has primary responsibility for enhancing MMA's digital recruitment efforts. This position is expected either to live on-campus or in the town of Castine.

DUTIES

- Participates in on-call response, and early intervention for students in crisis (behavioural, psychological, medical) in the professional staff on-call duty rotation for the Department of Residential Life
- Coordinates safety and emergency response needs with Campus Safety and duty resident assistants as necessary
- Supports and supervises resident assistants on duty rotation and in emergency evacuation procedures
- Connects resident students with resources for academic, personal and vocational counseling
- Assists with, collaborates on, and implements Student Leader training (Resident Assistant, Orientation Leader, Admission Hosts, etc.)
- Collaborates on Orientation program development, implementation and execution
- Collaborates on the production of the annual student Yearbook
- Responsible for the development, transmission, and response to targeted and general email campaigns and the collection and maintenance of e-mail database
- May supervise student employees serving as admissions tour guides or providing content for social media
- May conduct campus tours and information sessions for potential students and parents
- Represent the Academy at events and programs
- Expand digital outreach to social networks sources such as Facebook, Twitter, You Tube
- Monitor and manage online communities of students through a variety of social networking platforms
- Implement online recruitment efforts that grow student interest, build active social communities, and ensure that MMA utilizes the full potential of emerging technologies that can assist our recruitment efforts
- Provides assistance/liaison as needed to other areas of student services

- Other duties as assigned

This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.

SKILLS

- Excellent organization skills
- Ability to prioritize and to handle multiple projects simultaneously
- Good written, verbal and interpersonal skills required; ability to interact with all levels of staff including management
- Strong customer service skills
- Professional presentation, appearance and work ethic
- Ability to work irregular/extended hours/weeks, including night and weekend duties as required
- Knowledge of Windows Microsoft Office Suite
- Ability to work in a student-oriented training environment

REQUIREMENTS

- Minimum of Bachelor's degree required; Master's degree or equivalent in counseling/student affairs or related field or related experience and/or training experience preferred
- Knowledge of, and experience with, crisis response, student leadership, and residential life and student affairs in a professional or para-professional capacity
- Strong interpersonal and management skills
- Must reside either in on-campus housing or in the town of Castine.
- Knowledge of, and experience with, social media platforms used in higher education
- Energetic, flexible and ability to work evenings and weekends
- Ability to effectively communicate in person and in writing and be able to speak publicly
- Should possess high energy, attention to detail, and the ability to organize effectively

PHYSICAL/ENVIRONMENTAL REQUIREMENTS

- Required to work irregular/extended hours/weeks, including night and weekend duties as required
- May occasionally exert up to 10 – 20 pounds of force.
- Requires occasional lifting, stooping, kneeling, crouching.
- Exposure to the elements walking across campus or coordinating outdoor activities.
- Ability to walk the length of the campus several times during a day and to provide tours of the Training Ship State of Maine, which includes walking on inclines, through narrow passageways and climbing stairs.

Maine
Maritime
Academy
Position
Factor
Evaluation

Job Title: Community & Social Media Coordinator Job Code: _____
 Wage Grade: 13 Total Points: 350

	<u>Factor</u>	<u>Degree</u>	<u>Points</u>
1	Knowledge and Skill	5	180
2	Effort		
	I. Mental and Visual Effort	4	32
	II. Physical Effort	2	20
3	Responsibility for Cost Control	1	8
4	Responsibility for Others		
	I. Injury to Others	2	16
	II. Supervisory Responsibility	2	16
	III. Sensitive Information and Records	2	16
5	Working Conditions	3	30
6	Responsibility for External and Internal Relations	4	32

Date of last reclassification 12/2016

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