



JOB POSTING: SOCIAL MEDIA AND ADVERTISING SPECIALIST

The University Press of Mississippi (UPM) seeks candidates for a Social Media and Advertising Specialist to work within the Marketing department. This position will report directly to the Senior Publicity and Promotions Manager. This is a hybrid position with time required in our Jackson offices and at events in the Jackson metro area. This is a full-time and day-time position and features State of Mississippi health insurance benefits and PERS membership.

Salary and Terms: \$31,200.00, Hybrid

Closing Date: February 19, 2024

Experience

An associate degree is the minimum level of education necessary for this position. Bachelor's degree preferred. This position requires a highly motivated individual able to be a self-starter, generate content, and work independently, as well as excellent oral and written communication skills, a high level of organization, the ability to set and meet deadlines, and the ability to communicate the Press's message and successes outside and inside the organization. Experience writing promotional materials, running professional social media accounts, design skills, and knowledge of SEO, keyword research and Google Analytics is preferred. Knowledge of Microsoft Word and Excel, design programs Canva and Adobe, the social media platforms, Facebook, X (formerly Twitter), Instagram, and Threads, and social media scheduling tools is necessary, as is a willingness to learn ACUMEN, Biblio, and other publisher specific platforms.

Responsibilities

- Manage the Press's social media accounts to grow followers, engagement, and book sales. Create individual plans for books as well as larger social media campaigns. Oversee the social media committee in generating and executing plans.
- Generate, edit, publish, and share engaging content about the Press daily in the Press's voice. Keep UPM's social media presence lively and fun.
- Work within a yearly budget to manage the Press's digital advertising campaigns for all titles and social media boosts.
- Post regularly on the UPM blog. Recruit and create blog posts for the Press's blog.
- Coordinate with the Senior Publicity and Promotions Manager to ensure that quotes from reviews are chosen and shared on UPM's website and on social media. Also, coordinate with the publicist to ensure award wins, signings, and other publicity items are shared on the website and on social media.
- Coordinate with the Electronic and Direct-to-Consumer Sales Manager to regularly update the In The News section of the website, banners for the website, and Constant Contact emails. Also coordinate with the Electronic and Direct-to-Consumer Sales Manager to promote website sales and other website activities to ensure there is a cohesive branding between the Press's online and physical promotions.

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- Coordinate with the Digital Publishing Specialist to promote audiobooks on social media.
- Coordinate with the Marketing Assistant and Exhibits Coordinator to promote exhibits on social media.
- Review analytics and share with UPM staff.
- Keep updated on social media trends and audience preferences and be able to adapt UPM's social media strategies.
- Suggest and implement new features, like promotions and competitions, to develop brand awareness.
- Write promotional material for social media, blog posts, book descriptions, and advertising.
- Interview and create videos of authors to post on social media.
- Be available to take photos and/or document UPM events or prep other staff members to do so.
- Purchase on behalf of and maintain Canva, Later, and all social media subscription services for the Press.
- Prepare bi-annual board reports for areas of responsibility.
- Communicate with authors to answer questions and provide support with social media and/or digital advertising questions.
- Suggest keywords drawn from trending subjects and news events.
- Other special projects as assigned by the Marketing Director, Senior Publicity and Promotions Manager.

In addition to the salary, this position comes with benefits through the State of Mississippi, including health insurance, wellness benefits, paid sick and personal leave, paid vacation days, tuition reimbursement, and retirement program.

Please submit a cover letter, resume, social media samples (from Canva or similar) and the names and contact information for three professional references to UPMJobs@mississippi.edu with **Social Media Specialist** in the subject line. The closing date is February 19, 2024.

See more information about this and other positions at <https://www.upress.state.ms.us/Careers>. UPM is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.

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