



State of Connecticut

Office of Higher Education

Senior Consultant Social Media & Digital Communications Coordinator (Senior Consultant)

Open To: The Public

Location: Hartford, CT, 450 Columbus Boulevard

Hours: Full-time

Salary: \$65,893 - \$96,095, with full benefits

Closing Date: May 8, 2020

The Connecticut Office of Higher Education (OHE) is recruiting for a Senior Consultant position. The primary focus of this Senior Consultant position will be to coordinate social media and digital outreach for Serve Connecticut, a national service initiative, housed within the OHE. The essential duties and responsibilities will include:

- Develop and implement the social media strategy by coordinating with stakeholders across the national service landscape to ensure its effectiveness and encouraging adoption of relevant social media techniques into the office culture and into all of Serve Connecticut's program initiatives;
- Create engaging text, image and video content;
- Research audience preferences and stay up to date with current trends;
- Create and monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results;
- Monitor trends in social media tools, trends and applications;
- Create reports detailing user analytics;
- Develop and manage social media campaigns and day-to-day activities:
 - Online advocacy, community-outreach efforts, promotions, and traditional media outlets such as radio spots, local television and radio, etc.;
- Manage presence in social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed;
- Manage a Blogger outreach program and build an active brand ambassador network to spread the word about Serve Connecticut;
- Train co-workers on the use of social media.

Ned Lamont, Governor · Timothy D. Larson, Executive Director
450 Columbus Boulevard · Suite 707 · Hartford, CT 06103-1841

www.ctohe.org

An Equal Opportunity Employer

SELECTION PLAN

- New hires to state service start at the minimum of the pay plan.
- Candidates must meet the minimum experience and training requirements in order to be invited to an interview.
- The OHE is unable to provide confirmation of receipt and/or the status of applications during the recruitment process.
- For all other inquiries, please contact Jacqueline Johnson at Jacqueline.Johnson@ct.gov; (860) 947-1828.

PURPOSE OF JOB CLASS, NATURE OF WORK

In the Office of Higher Education, assists in planning and executing programs of extensive difficulty and scope for the improvement of higher education in the State.

EXAMPLES OF DUTIES

Assists in supervising the broad educational programs and services offered by the Office; develops and administers specific programs of major importance within the framework of policies outlined by the Executive Director; provides professional leadership and guidance to school authorities, professional organizations, students and various community groups, individuals and other state agencies; may assist in preparing and administering the allocated budget, and in directing the routine functioning of the Division.

KNOWLEDGE, SKILL AND ABILITY

Thorough knowledge of the philosophy and methods of higher education with particular reference to the field concerned; considerable ability to deal effectively with others; considerable administrative ability; ability to prepare comprehensive written reports.

MINIMUM QUALIFICATION – GENERAL EXPERIENCE

Bachelor's Degree in appropriate field, along with a minimum of seven (7) years of related experience.

SUBSTITUTIONS ALLOWED

College training may be substituted for the General Experience on the basis of fifteen (15) semester hours equaling one-half (1/2) year of experience to a maximum of two (2) years.

PREFERRED QUALIFICATIONS

Preference will be given to candidates with the following experience and training:

- Two (2) to five (5) years' experience in social media marketing or content development;
- BS degree in Marketing, New Media, or related field;
- Two (2) to five (5) years' experience in working with multiple media platforms;
- Knowledge of online marketing strategies;
- Ability to understand past and future trends in social/digital content;
- Demonstrated experience in video and photo editing;
- Knowledge of web development;
- Ability to deliver on a deadline.

Application Instructions: Please submit the OHE [Application for Employment](#) and three (3) pertinent professional employment references from current and/or previous supervisors to:

**OFFICE OF HIGHER EDUCATION
ATTN: National Service Recruitment
450 Columbus Boulevard, Suite 707
Hartford, CT 06103-1841**

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

The State of Connecticut is an equal opportunity/affirmative action employer and strongly encourages the applications of women, minorities, and persons with disabilities.