Manager of Social Media and Digital Engagement

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Manager of Social Media and Digital Engagement

Location:
Job ID: 81844

JOB POSTING

While this is a remote/hybrid position, candidates must reside in California.

HOW TO APPLY

For full consideration, applicants should attach their resume and cover letter when applying for a job opening. For guidance related to the application process or if you are experiencing difficulties when applying, please review the Applicant Resources on our website. **INITIAL REVIEW DATE (IRD)**

UC Santa Cruz jobs are posted until filled. All application materials submitted by 11:59 pm on the IRD will be routed to the hiring team for consideration. NOTE: Applicants who miss the IRD are still encouraged to apply; their materials will still be forwarded for consideration if

requested by the hiring team. Application materials cannot be accepted outside of the jobs portal. Applications cannot be edited on an applicant's behalf. For more information about the IRD and the applicant review process, view this link.

The IRD for this job is: **10/30/2025**

ABOUT UC SANTA CRUZ

UC Santa Cruz is a public university like no other in California, combining the experience of a small, liberal arts college with the depth and rigor of a major research university. It's known as an unconventional place where innovation and experimentation is part of the campus's DNA. That playful, bold spirit still thrives today, all on a campus renowned as among the most beautiful in the world.

DEPARTMENT OVERVIEW

University Advancement supports the teaching, research, and public service of UC Santa Cruz by making and keeping deep, heartfelt connections. Building enduring relationships among students, alumni, faculty, donors, and others is the lifeblood of our work and helps to make UC Santa Cruz a thriving community of knowledge, inquiry, public service, and social mobility.

We are a welcoming group of ambitious and creative professionals pursuing our mission in support of the university's overarching purpose. We take our work seriously because we care - but we don't take ourselves too seriously! The University Advancement culture is lively and dynamic; we value collaboration; and our staff is resourceful, enthusiastic, and hard-working.

The division is a fun, friendly, and open place, and our colleagues are supportive of and positive about each other's goals and aspirations. We often jump in to help where needed, rolling up our sleeves to get the job done. We dare to approach challenges as opportunities. We seek creative ways to overcome obstacles, at times with limited resources, while keeping our eye on the objective: helping students achieve their goals, providing crucial public service, and advancing life-changing research and discovery.

We hope you are inspired by what we do and are excited to contribute to our mission. We are looking for candidates who do great work, and we hope they come from a number of different backgrounds and experiences. We aspire to build an increasingly diverse, equitable, and inclusive workplace. We encourage you to apply even if you do not believe you meet every qualification for the position but possess transferable skills and experiences.

More information can be found at https://https://advancement.ucsc.edu/

JOB SUMMARY

UC Santa Cruz seeks a dynamic professional to lead the university's social media presence, driving strategy, innovation, and engagement across multiple platforms. Reporting to the Senior Director of Marketing and Creative Services, this role provides campuswide leadership on best practices, manages high-impact campaigns and digital ad buys, and ensures UCSC's voice is consistent, creative, and responsive. The position will play a critical role in advancing institutional priorities, strengthening the university's reputation, and connecting audiences to the UCSC story.

APPOINTMENT INFORMATION

Budgeted Salary: $79,200 - $86,000/year. Salary commensurate with skills, qualifications and experience.
Under California law, the University of California, Santa Cruz is required to post a reasonable estimate of the compensation for this role. The salary shown above is the budgeted amount the University reasonably expects to pay and the salary extended should not exceed this posted amount.

Benefits Level Eligibility: Full benefits

Schedule Information:

- Full-time, Fixed
- Percentage of Time: 100%, 40 Hours per Week
- Days of the Week: Mon-Fri
- Shift Includes: Day

Employee Classification: Career appointment

Job End Date: None

Work Location: Scotts Valley. While this is a remote/hybrid position, candidates must reside in California.

Union Representation: Non-Represented

Job Code Classification: 007455 (DIGITAL COMM SPEC 3) - Grade 22

Travel: Never or Rarely

JOB DUTIES

45% - Campuswide Social Media Leadership

- Serve as the central campus resource and thought leader on social media trends, tools, and best practices.

- Convene and lead a cross-campus social media working group to ensure alignment, collaboration, and consistent brand voice across academic divisions, administrative units, and student services.
- Provide training, guidance, and toolkits for faculty, staff, and student communicators managing affiliated accounts.
- Monitor and manage reputational risks across platforms, escalating issues and supporting crisis communications response when needed.
- Ensure compliance with UC and UCSC social media policies, accessibility standards, and legal requirements.

45% - Social Media Strategy

- Develop and implement the university's overarching social media strategy to advance institutional priorities, raise brand awareness, and engage key audiences (prospective students, current students, alumni, faculty, staff, donors, and the general public).
- Create, manage, and evaluate paid digital and social advertising campaigns to support recruitment, fundraising, event promotion, and reputation-building initiatives.
- Use analytics and listening tools to measure performance, track sentiment, and provide actionable insights to campus leadership.
- Collaborate with Communications and Marketing colleagues to integrate social media into multi-channel campaigns, storytelling efforts, and media outreach.
- Maintain editorial calendars and oversee the day-to-day management of flagship UCSC social media accounts, including content planning, publishing, and engagement.

10% - Special Projects

- Lead high-impact digital campaigns for priority university initiatives (e.g., major announcements, fundraising drives, crisis response, or milestone events).
- Partner with relevant campus units on targeted campaigns that leverage social media ad buys, influencer outreach, and emerging platforms.
- Explore new digital formats and channels to expand UCSC's reach and relevance.
- Manage special cross-platform initiatives such as hashtag campaigns, social takeovers, and coordinated messaging around major events.
- Pilot and evaluate emerging technologies (AI-driven tools, new analytics dashboards, social listening platforms) to enhance UCSC's digital presence.

REQUIRED QUALIFICATIONS

- Bachelor's degree in related area and / or equivalent experience / training.
- Demonstrated experience developing and executing social media strategy aligned with organizational goals.
- Ability to manage multiple projects simultaneously, meet deadlines, and collaborate with diverse stakeholders in a fast-paced environment.
- Understanding of accessibility standards, copyright, and ethical/legal issues in digital communications.

- Strong writing, editing, and storytelling skills with the ability to adapt voice and tone for different audiences and platforms.
- Creative skills in multimedia content development (short-form video, graphic design, photography, or podcasting).
- Strong interpersonal skills and experience working with a range of stakeholders.

PREFERRED QUALIFICATIONS

- Experience using analytics and monitoring tools (e.g., Sprout Social, Hootsuite, Meltwater, native platform insights) to measure performance and guide strategy.
- Experience in higher education, nonprofit, or mission-driven organizations.
- Familiarity with crisis communications and social media's role in reputational management.
- Demonstrated success leading cross-functional working groups or providing training in social media best practices.

SPECIAL CONDITIONS OF EMPLOYMENT

- Selected candidate will be required to pass a pre-employment criminal history background check.
- Selected candidate must pass the employment misconduct disclosure process.
- Ability to work long periods of time at a computer with or without accommodation.
- The selected candidate will be required to work a hybrid work schedule and must be able to work successfully from a home/remote office and fulfill the requirements of the UCSC telecommuting agreement.
- Ability to work a variable schedule including evenings and weekends.
- Ability to travel to multiple work locations on and off campus.
- Ability to maintain appearance and conduct suitable for working in a professional setting.
- Selected candidate will be required to complete training within established time frames as directed including UC compliance training.
- The University of California has implemented a Vaccination Policy covering all employees. To be compliant with the policy, covered employees must submit proof of vaccination or have an approved exception or deferral, eight (8) weeks from date of hire.
- Per the Child Abuse and Neglect Reporting Act (CANRA), this position has been identified as a Mandated Reporter. The selected candidate will be required to report known or suspected child abuse or neglect as defined by CANRA and will be required to sign a Statement Acknowledging Requirement to Report Child Abuse prior to commencing employment. CANRA Penal Codes, and related definitions, requirements, and responsibilities may be obtained here.

- Exercise the utmost discretion in managing sensitive information learned in the course of performing their duties. Sensitive information includes but is not limited to employee and student records, health and patient records, financial data, strategic plans, proprietary information, and any other sensitive or non-public information learned during the course and scope of employment. Understands that sensitive information should be shared on a limited basis and actively takes steps to limit access to sensitive information to individuals who have legitimate business need to know. Ensure that sensitive information is properly safeguarded. Follow all organizational policies and laws on data protection and privacy. This includes secure handling of physical and digital records and proper usage of IT systems to prevent data leaks. The unauthorized or improper disclosure of confidential work-related information obtained from any source on any work-related matter is a violation of these expectations.

MISCONDUCT DISCLOSURE REQUIREMENT

As a condition of employment, the final candidate who accepts a conditional offer of employment will be required to disclose if they have been subject to any final administrative or judicial decisions within the last seven years determining that they committed any misconduct; received notice of any allegations or are currently the subject of any administrative or disciplinary proceedings involving misconduct; have left a position after receiving notice of allegations or while under investigation in an administrative or disciplinary proceeding involving misconduct; or have filed an appeal of a finding of misconduct with a previous employer.

> "Misconduct" means any violation of the policies or laws governing conduct at the applicant's previous place of employment, including, but not limited to, violations of policies or laws prohibiting sexual harassment, sexual assault, or other forms of harassment, discrimination, dishonesty, or unethical conduct, as defined by the employer. For reference, below are UC's policies addressing some forms of misconduct:
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> - UC Sexual Violence and Sexual Harassment Policy
> - UC Anti-Discrimination Policy
> - Abusive Conduct in the Workplace

SAFETY STATEMENT

All UCSC employees must understand and follow job safety procedures, attend required health and safety training, proactively promote safety at work, and promptly report actual and potential accidents and injuries.

NOTICE OF AVAILABILITY

In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (the Clery Act), the Annual Security and Fire Safety Report (ASFSR) is

available at: https://chancellor.ucsc.edu/annual-security-reports/.This report is published by October 1st of each year and includes current institutional policies and procedures concerning campus safety and security; fire safety and evacuation policies; sexual misconduct and relationship violence reporting and response protocols; and crime and fire statistics for the three previous calendar years. A paper copy of the ASFSR is available upon request by contacting the UCSC Police Department at 114 Carriage House Rd., Santa Cruz, CA 95064, or by calling 831-459-2231 Ext. 1.

EEO/AA

The University of California 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, age, protected veteran status or other protected categories covered by the UC Anti-Discrimination Policy.

It is the policy of the University of California to undertake affirmative action and anti-discrimination efforts, consistent with its obligations as a Federal and State contractor.

APPLICANTS ARE REQUIRED TO USE THE UCSC ON-LINE PROCESS
View full job description and access on-line application:
https://careerspub.universityofcalifornia.edu/psc/ucsc/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS_CG_SEARCH_FL.GBL?Page=HRS_APP_JBPST_FL&JobOpeningId=81844&PostingSeq=1&SiteId=11&languageCd=ENG&FOCUS=Applicant

To ensure review of application materials by the hiring unit, they must be submitted on or before the initial review date (IRD) via the Staff Employment Opportunities web site; https://jobs.ucsc.edu. A computer is available at the UC Santa Cruz Staff Human Resources Office located at Scotts Valley Center. The Scotts Valley Center is located at 100 Enterprise Way, Suite E100, Scotts Valley, CA 95066. To learn more or to request disability accommodations, call 831-459-2009. Hearing impaired are encouraged to use the California Relay Service at 800-735-2922. UC Santa Cruz is an Equal Opportunity Employer.

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, or protected veteran status. UC Santa Cruz is committed to excellence through diversity and strives to establish a climate that welcomes, celebrates, and promotes respect for the contributions of all students and employees.

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