Social Media Manager, Partners and Programs (req35017)

highereedjobs.com/search/details.cfm

Type: Full-Time
Salary: $4,236.27 - $5,950.33 per month
Posted: 50 days ago
Category: Communications, Marketing, and Public Affairs

Requisition ID: req35017

Working Title: Social Media Manager, Partners and Programs

Position Grade: 13

Position Summary

Project ECHO has an amazing opportunity for a Social Media Manager to join our Communications & Marketing Team! This position will be critical to sustaining and growing support for Project ECHO.

A successful candidate will have experience and a track record of success operating at a high-level in a fast-paced environment. Experience in managing a variety of projects simultaneously while continuing to deliver on key priorities is desired.

As the Social Media Manager, you'll be responsible for:

- Creating, writing, editing, and managing all social media content related to programs and partners.
- Working with Project ECHO programs teams to post provided content or develop content for posts requested through an internal Social Media Intake Form.
- Staying abreast of social media best-practices, cross-channel updates, AI developments, and Experience, Expertise, Authoritativeness, and Trustworthiness (EEAT) content evaluation.
- Managing the newsletter and other digital tools for the Communications & Marketing Team and programs. Providing Communications Liaison guidance on optimizing program newsletters and digital practices.
- Collaborating with the Partner Development Team to enhance training materials such as slides, presentations, and one-pagers, that are focused on using social media for program recruitment and to develop program stories.
- Becoming an expert in partner and program audiences by building relationships with the Partner Development Team and programs teams; meeting regularly to discuss partner and program updates and milestones.
- Design and executive paid campaigns aimed at increasing program recruitment. Create target audiences, copy, and creative. Allocate ad spend budget across social media channels. Report expenses, outcomes, and learnings.
- Gathering photos and videos from programs and partners to build the Communications & Marketing Team's content library.
- Ensuring brand compliance in programs' digital communications and providing guidance through training materials.
- Developing and delivering workshops and trainings focused on supporting programs and partners with social media-based program recruitment.
- Using Sprout Social, Meta Business Suite, and LinkedIn Analytics to track post engagement and page performance and optimize content strategy based on these analytics.

- Sourcing partner
  and program stories by interviewing programs and partners, pulling quotes from interviews, capturing multimedia content (photos, videos, and audio recordings) and brainstorming content approaches.
- Co-managing social media pages and engaging with the
  community. Responding to comments and direct messages, reacting and commenting on tagged posts and partner posts, and developing engagement with targeted organizations in the global health, education, and capacity building landscape.

This role requires strong interpersonal skills and extraordinary competency in verbal and written communication. This position requires flexibility and excellent prioritization skills; one who performs well with minimal supervision with the ability to thrive and problem solve in a fast-paced working environment with competing deadlines. A successful candidate will be a relationship and community builder who is passionate about the organization's mission and values.

Project ECHO is committed to democratizing implementation of best practices in healthcare, education and other areas where first mile professionals need support. We do this by training universities, nonprofits, and dedicated individuals on facilitation skills and how to set up robust virtual communities of practice to be able to scale their own expertise and missions to the benefit of their local communities. Over the past 20 years, Project ECHO and our partners have trained more than 1,000 partners who make up our global network of Universities, ministries of health, and NGOs around the world. Examples of programs we and others run include infectious disease control (Hepatitis C, HIV), mental health and addiction treatment, literacy, math, climate mitigation and many more.

Project ECHO is funded in part by philanthropic grants and gifts from organizations such as the GE Foundation, the Helmsley Charitable Trust, the Bristol Myers Squibb Foundation, the Merck Foundation, Robert Wood Johnson Foundation and the US Government. Additionally, for programming benefitting New Mexico we receive support from the NM Legislature, the New Mexico Human Services Department and the New Mexico Department of Health.

Project ECHO prides itself on being a values-based organization and inclusive place to work. Our seven values include: Service to the Underserved, Democratization of Knowledge, Mutual Trust and Respect, Teamwork, Excellence and Accountability, Innovation and Learning and Joy of Work. We strive to find individuals who can embrace and exemplify these values. In addition, Project ECHO was named one of Albuquerque's Top Three Best Places to Work in 2023. This award recognizes organizations of all sizes with exceptional climates, team atmospheres, benefits, and employee engagement. For more information and a brief overview of benefits available please visit Project ECHO Newsroom.

We work with partners all over the world and work hours outside of normal business hours may be required. We are fortunate to have access to advanced technology, which will require

some teleworking.
See the Position Description for additional information.

Minimum Qualifications
High school diploma or GED; at least 7 years of experience directly related to the duties and responsibilities specified.

Completed degree(s) from an accredited institution that are above the minimum education requirement may be substituted for experience on a year for year basis.

Preferred Qualifications

- Experience sourcing program stories, creating social media content (graphics, photos, blogs, or short-form videos), and collaborating with diverse partners for mission-driven organizations.
- Experience addressing the social determinants of health and/or public health disparities through communications and/or direct service.
- Experience contributing to complex, long-term communications projects with multiple stakeholders.
- Experience creating trainings and presentations for multiple audiences and conducting learning sessions.
- Experience
  serving diverse communities and developing communications content that centers community voices and whole-person narratives.

Campus: Health Sciences Center (HSC) - Albuquerque, NM

Department: Project ECHO (259B)

Employment Type: Staff

Staff Type: Term - Full-Time

Term End Date: 06/30/2026

Status: Exempt

Pay: Monthly: $4,236.27 - $5,950.33

Benefits Eligible
This is a benefits eligible position. The University of New Mexico provides a comprehensive package of benefits including medical, dental, vision, and life insurance. In addition, UNM offers educational benefits through the tuition remission and dependent education programs. See the Benefits home page for a more information.

ERB Statement
As a condition of employment, eligible employees working greater than .25 FTE as determined by the New Mexico Education Retirement Act must make mandatory retirement contributions. For more information, review the Benefits Eligibility at a Glance grid.

Background Check Required: Yes

For Best Consideration Date: 12/3/2025

Eligible for Remote Work
Yes

Eligible for Remote Work Statement
This position is eligible for hybrid remote work within the state of New Mexico.

Application Instructions
Only applications submitted through the official UNMJobs site will be accepted. If you are viewing this job advertisement on a 3rd party site, please visit UNMJobs to submit an application.

Please submit a cover letter, resume, and three work samples. Work samples must include two social media posts (links or screenshots) and one other form of content, such as blogs, newsletters, one-pagers, training materials, or presentations. On the resume, please indicate whether previous job listed were full-time or part-time positions. If part-time, please include amounts of hours worked each week. Please also include month and year for start and end dates for each job listed. Instructions for cover letter: please describe how you meet the preferred qualifications in the posting. Official transcripts, High School Diploma or GED certificate will be required for hire. Please see minimum qualifications for specifics.
The University of New Mexico is an Equal Opportunity/Affirmative Action Employer and Educator.

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