Social Media Strategist

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Requisition Number: 69380

Location: Boulder, Colorado

City: Boulder

State: Colorado

Employment Type: University Staff

Schedule: Full-Time

Posting Close Date: 14-Jan-2026

Date Posted: 08-Jan-2026

Job Summary

The College of Communication, Media, Design and Information at CU Boulder welcomes applications for a Social Media Strategist! We are a college of storytellers. And we want your expertise to turn everyday moments into scroll-stopping stories. If you can spot a trend before it becomes a thing and get a thrill from watching engagement numbers climb, we should talk. This position leads social media strategy and development across the College of Communication, Media, Design and Information at the University of Colorado Boulder. Working with a high-

performing communications and engagement team, the Social Media Strategist (we hope that's you) brings a data-driven perspective to all content across social channels. The position requires both the capability and confidence to manage CMDI's social media presence, as well as the vision to determine the direction of the college's social strategy. You'll crunch the analytics to determine what our audience loves, then use those insights to inspire content that boosts engagement, builds our reputation, and gets future students saying, "Whoa, I want to be part of this."

CU is an Equal Opportunity Employer and complies with all applicable federal, state, and local laws governing nondiscrimination in employment. We are committed to creating a workplace where all individuals are treated with respect and dignity, and we encourage individuals from all backgrounds to apply, including protected veterans and individuals with disabilities.

Who We Are
The College of Communication, Media, Design and Information (CMDI) is at the forefront of the revolution in communication, technology and design. Our students and faculty from seven academic departments think across boundaries, innovate around emerging problems and create culture that transcends convention. The communications and engagement team finds and shares the incredible stories of our community-students, faculty, staff and alumni-to highlight the positive impact CMDI has on the state of Colorado and the world.

What Your Key Responsibilities Will Be

Social media content and strategy

- Independently assess social media needs of the college, developing and implementing project plans to ensure a robust set of visual and other assets for storytelling and marketing purposes.
- Lead creation of engaging social media content that advances the college's goals and reflects its priorities.
- Stay current on social media and technology standard processes and trends-including new platforms, accessibility requirements and artificial intelligence-and makes content and sharing adjustments accordingly.
- Actively engage digital audiences through listening and thoughtful discussion, including responding to messages, amplifying thought leaders and building a larger following among students and other key audiences.
- With assistant director of editorial strategy, develop and maintain a content calendar aligned with key dates, goals and milestones related to reputation and enrollment.
- Sit on the college's editorial team, and contribute content ideas for consideration.
- Coach student content creators on effective techniques and standard processes for engagement.
- Collaborate with various academic partners in the college to offer mentorship and support on department-run social media channels.

Analytics and metrics

- Assess the effectiveness and efficiency of social media content, and make recommendations to improve partner engagement.
- Provide regular reporting to the communications and engagement team, sharing data points that help communicators tell stories on social media in ways that lead to stronger audience engagement.
- Experiment with new ideas, approaches and platforms to share high-profile content, including magazine stories, student work and admissions features.
- Collaborate with colleagues at the university level, as well as other colleges, schools and programs, to further learn and ensure the use of standard methodologies in collecting and reporting analytics.

Marketing and advertising

- Design and implement paid campaigns aimed at increasing program recruitment and meeting reputation goals.
- Identify target audiences and, working with content team, develop copy and creative assets to support paid campaigns.
- Allocate budget spending across relevant social media channels. Report expenses, outcomes and findings.

Web development

- With interactive media manager, identify website areas in need of maintenance.
- Implement basic tasks, including page updates, content posting, training of new users and related duties.
- Stay current on best practices and requirements related to web design in a higher education environment.
- Serve as backup to the interactive media manager.

What You Should Know

This role will work in a hybrid modality, with in-person requirements for college events and meetings.

What We Can Offer

The annual salary range is $60,000 to $70,000. Onboarding assistance, including a moving stipend for relocation, is available per department guidelines.

Benefits

At the University of Colorado Boulder, we are committed to supporting the holistic health and well-being of our employees. Our comprehensive benefits package includes medical, dental, and retirement plans; generous paid time off; tuition assistance for you and your dependents; and an

ECO Pass for local transit. As one of Boulder County's largest employers, CU Boulder offers an inspiring academic community and access to world-class outdoor recreation. Explore additional perks and programs through the CU Advantage program.

Be Statements

Be authentic. Be ingenious. Be Boulder.

What We Require

- Bachelor's degree in marketing, advertising, communication, journalism, media studies or related field OR an equivalent combination of education and experience.
- 1+ years of experience in social media marketing or communications, including experience planning and drafting social media posts for a brand/company/organization.

What You Will Need

- Ability to multitask, prioritize, organize and collaborate.
- Ability to interpret large sets of data and create actionable recommendations that drive a forward-looking social media strategy.
- Comfortable working independently and proactively to bring a solutions-driven approach to problems and opportunities.
- Excellent communication and customer service skills.
- Experience with the Adobe Creative Cloud.
- Experience using social media posting platforms (Later, Social Studio, Hootsuite, Sprout, Falcon, or similar).
- Knowledge of ADA accessibility standards for web and graphic design.

What We Would Like You to Have

- 4+ years of communications experience, including experience managing multiple social platforms and governing social media users across an organization.
- Experience running successful paid social campaigns.
- Experience working with a website CMS system like Drupal, WordPress, Joomla or similar.
- Experience in a higher education or public sector setting.

Special Instructions

To apply, please submit the following materials:

1. A current resume.
2. A cover letter that specifically tells us how your background and experience align with the requirements, qualifications, and responsibilities of the position.

We may request references at a later time.
Please apply by **January 14, 2026** for consideration.

Note: Application materials will not be accepted via email. For consideration, please apply through CU Boulder Jobs.

In compliance with the Colorado Job Application Fairness Act, in any materials you submit, you may redact or remove age-identifying information such as age, date of birth, or dates of school attendance or graduation. You will not be penalized for redacting or removing this information.