

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Social Media Specialist **Department:** Marketing and Communications

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose: The Social Media Specialist manages and grows Oklahoma Baptist University's official social media presence across multiple platforms to support brand visibility, student recruitment, community engagement, and institutional storytelling. This role creates, curates, and schedules content that reflects OBU's mission and values, while monitoring performance metrics and engagement trends. The Social Media Specialist collaborates closely with the Director of Creative Studio, along with other MarCom team members, to ensure alignment with broader marketing campaigns and institutional goals.

Essential Functions:

- Develop and implement content calendars for OBU's primary social media platforms, including Facebook, Instagram, Twitter/X, LinkedIn, TikTok, and emerging channels.
- Create original posts, graphics, reels, stories, and other multimedia content to engage prospective students, current students, alumni, and other key audiences.
- Write compelling captions and copy that align with OBU's brand voice and values.
- Monitor daily activity across all channels, responding to comments, questions, and messages in a timely and professional manner.
- Track engagement metrics, campaign performance and audience relationship health; provide regular reports to the Director of Creative Operations.
- Collaborate with videographers, photographers, graphic designers, and writers to develop cross-platform campaigns.
- Support live social media coverage for campus events, including Commencement, Welcome Week, The Weekend (Homecoming) and other special events.
- Coordinate with admissions to develop targeted content for recruitment initiatives.
- Collaborate with alumni and athletics on joint posts to achieve established objectives.
- Ensure brand consistency and compliance with university policies across all social media platforms.

Other Duties:

- Assist with major university events and special projects.

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- Serve on university committees as assigned.
- Perform other duties as assigned.

Required Qualifications:

- Ability to manage multiple priorities and deadlines in a collaborative, fast-paced environment.

Education:

- Required: Bachelor's degree in Marketing, Communications, Digital Media, Public Relations, or a related field.

Experience:

- 1–3 years of experience managing organizational social media platforms in a professional setting.
- Strong writing, editing, and content creation skills.
- Familiarity with social media management tools
- Proficiency in basic graphic design software and familiarity with photo/video editing apps.
- Understanding of current social media trends, analytics, and best practices.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Basic graphic design, photography and videography skills for mobile content creation.

Equipment:

- Adobe Creative Cloud
- Microsoft 365
- Meta Business Suite, YouTube Studio, and social media management platforms
- Project management software
- Digital asset management (DAM) systems
- DSLR and/or mirrorless cameras, smartphone content creation, professional lighting and audio equipment, and other digital content production tools.

Physical Requirements:

- Ability to sit or stand for extended periods.
- Occasional lifting up to 25 pounds.
- Evening and some weekend work required for university events.

Special Requirements:

- Must be a member of a local evangelical* Christian church.
*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.
- Please apply using the link for “Administrative Applications” on the OBU website at:
<https://www.okbu.edu/hr/jobs.html>

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OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee's base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by Guide Stone. There are numerous other perks and opportunities for OBU employees including FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.