



Position Title	Social Media Coordinator
Department	Marketing
Status	Full-time, salaried, non-exempt
Location	Washington, DC preferred; will consider remote for the right candidate (If based in DC, employees work a hybrid 2 days in the office/3 days remote.)
Supervisor	Marketing Manager
Anticipated Start	Early November 2022

Salary & Benefits

CET Academic Programs (CET), a division of Academic Travel Abroad, Inc. (ATA), is committed to work/life balance and the standard work week here is 36.25 hours. If you're hired, this is what we'll offer you with a few of our benefit highlights:

- Salary range: \$45,000 to \$50,000
- 27 days of Personal Time Off, 9 holidays, and up to 24 hours of volunteer time, all fully paid
- 8 weeks of paid Parental Leave (any parent, birth or adoption)
- 50% 401K match up to the first \$14,800 of an employee's contribution
- Up to \$100 per month in transit or parking benefits matched by ATA
- And of course: medical, dental, vision, LTD, Life, and FSA benefits

Description of the Position

The Social Media Coordinator is responsible for creating engaging and timely content across all CET channels (Instagram, Twitter, LinkedIn, Facebook, and YouTube). They work with the Marketing team to plan and develop content for highlighting CET's programs and student experiences to future students, university partners, and other audiences. They are also responsible for the management of CET's Student Correspondent program, Alumni Support Networks, and other student-driven content creation channels.

What you'll do...

Social Media Management

- Manage the posting and engagement of CET social media accounts on all platforms (currently, Instagram, Facebook, LinkedIn, Twitter, and YouTube)
- Create and manage a calendar of content for all channels, customizing content for individual audiences to achieve unified messaging and help meet marketing goals
- Deploy strategies to meet set Key Performance Indicators (KPIs) such as increasing follower count with CET content
- Monitor and report on engagement and traffic to inform and optimize future campaigns and goals
- Work with program teams, institutional relations, and student services to promote timely and relevant program information, deadlines, and opportunities
- Using CET's style guide, write posts that capture attention while staying true to CET's values and brand identity
- Suggest new platforms for CET's presence and bring new ideas of the best ways to engage our audiences and build brand awareness on social media

Student Correspondent Program Management

- Recruit bloggers and photographers from every CET program each term
- Onboard and manage ongoing communication with correspondents
- Provide advice, topic suggestions, and editing assistance to correspondents
- Post all submissions to the CET website
- Integrate blogs and photo essays into CET's social media platforms, quotes database, email campaigns, and other channels for maximum exposure and impact

Other Student-Driven Content Management

- Review program evaluations and other internal assessments for student quotes
- Manage the Alumni Support Network and Identity Abroad Support Networks
- Encourage, edit, and disseminate *Perspective Pieces*, personal essays highlighting how identities impact student experiences abroad
- Work with students and on-site staff to create, collect, and edit video content for use across CET platforms
- Working with the scholarship manager to ensure scholarship recipients complete their service requirement
- Maintain CET program listings in online directories and encourage student reviews and content submissions
- Collaborate with the marketing team on other campaigns and marketing initiatives

We're looking for...

- Bachelor's degree, in any discipline
- At least 1 year experience managing social media accounts for organizations, student groups, or businesses
- Excellent verbal, written, and visual communication skills
- A thorough understanding of social media platforms (including but not limited to Instagram, Facebook, Twitter, LinkedIn, and YouTube)
- Knowledge of emerging digital trends
- Comfort learning new systems and working with multiple systems concurrently to ensure the

accuracy of information across platforms.

- Systems used by this position include Office 365 (Word, Excel PowerPoint, Teams), Canva, Later (social media scheduling platform), Salesforce, Salesforce Pardot, WordPress, and Terra Dotta
- Superior organization skills and attention to detail
- Ability to work independently and see projects through from beginning to end, both within your team and across departments
- A commitment to showcasing a diverse array of student experiences and to Diversity, Equity, and Inclusion initiatives
- Ability to establish and maintain positive professional relationships and communicate effectively with students, university partners, and CET staff in the US and overseas.
- Strong time management skills; ability to manage conflicting priorities and meet deadlines.
- A collaborative and creative team spirit
- Patience, flexibility, positive attitude, and a sense of humor.

To Apply

Qualified candidates should complete our [application form](#) and upload the following materials:

- Cover letter
- Résumé
- 3 creative samples (e.g. this could be a screenshot of social media posts you've created in the past, screenshots of a graphic design project, or even a print-out of a written blog post.)

Please upload documents in PDF, DOC, DOCX, JPEG, or PNG formats.

After completing the [application](#) and uploading the materials, select "Social Media Coordinator – CET Academic Programs." Applications missing any of these components will not be considered.

Application deadline: We encourage applicants to send their materials as soon as possible and before our best consideration date of September 30, 2022. The final deadline is October 7, 2022.

The successful completion of a background check, including professional/academic references, is required for this position.

To all recruitment agencies, CET/ATA does not accept agency resumes. Please do not forward resumes to our jobs, CET/ATA employees or any other company location. CET/ATA is not responsible for any fees related to unsolicited resumes.

Our Commitment to Diversity

At CET/ATA, we don't just accept difference, we celebrate it. We use our diverse backgrounds and perspectives to benefit by enriching our stakeholders and ourselves. CET/ATA is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity, Veteran status, genetic information, or any other protected characteristic under applicable law.

If you have a special need that requires accommodation, please let us know.

**CET Academic Programs | 1155 Connecticut Ave. NW, Suite 300 | Washington, DC 20036
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COVID-19 Vaccination Requirement

CET/ATA has made the safety of our students, travelers, and colleagues, and our surrounding communities a top priority. As part of that commitment, all CET/ATA staff are required to be fully vaccinated against COVID-19. Proof of full vaccination against COVID-19 will be required before the start date of employment in order to work at CET/ATA. Requests for medical and/or religious exemption are accepted and are evaluated on a case-by-case basis. Failure to provide proof of COVID-19 vaccination or to obtain approval for a medical or religious exemption will result in the offer of employment being rescinded.

Description of the Organization

CET Academic Programs is a study abroad organization that has been developing and operating innovative educational programs abroad since 1982. Originally “China Educational Tours,” CET began operations in Beijing, later expanding to other locations around the world. Today, CET offers a varied portfolio of semester, summer, and customized programs around the world for college and gap year students.

CET is known for strong academics, professional program management, a nimble and collaborative approach to partnerships, and supportive student services. Through elements such as field-based course components, internships, and housing with local roommates, CET strives to integrate students into the local community and facilitate lasting relationships with hosts. Through its commitment to equity and inclusion, CET seeks and encourages the participation of students from diverse backgrounds and strives to create program environments that foster critical thinking and an appreciation of difference. And as an environmentally conscientious organization, CET aims to adopt sustainable measures across its operations.

CET’s parent company, Academic Travel Abroad, Inc. (ATA) is an educational travel provider for many universities, cultural, and media organizations, as well as a growing number of commercial brands. Operating since 1950, ATA believes in celebrating and learning about diversity of people and cultures through travel and education. Our educational travel division is a leader in customized, branded, experiential travel and serves partners such as the Smithsonian Institution, NPR, Hearst, Zagat, Yale Alumni Academy, and the Massachusetts Institute of Technology. In this capacity, we are frequently the “brand behind the brand”. ATA also facilitates professional delegation travel in the fields of health, education, and law.