Job Description: Senior Digital Specialist

Penn Law is one of the nation’s oldest and most distinguished law schools. We offer a distinctive cross-disciplinary legal education, drawing on the depth and breadth of the University of Pennsylvania, and a supportive intellectual community for our scholars and students alike.

As an important member of the Communications Department, The Senior Digital Specialist will be responsible for the development of strategy, the creation and implementation of day-to-day content and broader marketing campaigns for the Penn Law social media, web, and other emerging platforms, integrated with the wider objectives of the Law School’s communications plan.

Key Responsibilities:

- Strategize, create, and curate a range of web content (video, multimedia, articles, photos/infographics) for the web and social media, while conceiving of and directing social advertising and marketing plans;
- Manage, supervise, and mentor several student freelancers during the academic year; possess the experience and public speaking skills to frequently train and develop students and staff on how to use social media and related technologies as professionals; and be comfortable with and poised in engaging with external audiences (with individuals, organizations, at conferences, via webinars, etc.) routinely as an aspect of this position;
- Handle brand and reputation management via social media; manage multiple projects simultaneously, and possess both leadership and collaborative skills working with creative and program teams to conceptualize and set content strategy for online recruiting, marketing, and fundraising campaigns;
- Additional duties as assigned.

Qualifications:

- The incumbent must have 5-7 years of relevant and progressively responsible experience in digital/social media, marketing and/or public relations;
- Master’s degree preferred in Media, Communications or other relevant field; Bachelor’s degree required.
- The incumbent must be a proven strategic thinker who can create and direct programs while researching and identifying new platforms and technologies that will serve to ideally position Penn Law among law schools and within the higher education sector.
- Demonstrated experience and success in using social media as a recruiting tool, and for brand and reputation management, is required.
- Expertise in web content management systems is required.
- The role requires strong writing skills conveying complex and detailed topics into accessible social media posts, while simultaneously supporting Penn Law’s world class reputation; and
• An ability to integrate multiple programs and goals into a cohesive, tightly branded campaign.
• The incumbent should possess knowledge of digital technologies including web design, the ability to edit multimedia files (mp4s, video clips, etc.);
• have experience with Adobe Digital Publishing Suite, including how to post digital publications to platforms like iTunes;
• demonstrated skill identifying and adopting emerging web/social media technologies; and
• The ability to manage multiple projects successfully.
• This role requires a strong collaborative ethic and excellent communication skills;
• the ability to thrive in a fast-paced, goal-oriented environment where proactive planning as well as rapid response is crucial; and
• Experience creating online buzz within and across multiple and varied target demographics.
• A sense of humor is a plus.

To apply: https://jobs.hr.upenn.edu/postings/34417

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