

Job Title: Office Administrative Coordinator
Position Type: Full-Time

Southern States University is a growing organization committed to expanding our university and serving the needs of our diverse multi-cultural partners in fresh ways, in an engaging, professional, fun and fast-paced environment; we value our employees and our work atmosphere and continually seek to improve in every area to stimulate our collective creativity.

SSU seeks a passionate and creative full/part-time **Office Admin Coordinator** to assist and support the further development of our schools awareness and grow **Southern States University** using social media. If you like to come up with creative, highly actionable ways to help drive overall adoption and awareness -- resulting in new and increased engagement, consider joining SSU. A familiarity with social platforms such as Facebook, Instagram, and Pinterest is essential to the function of this position; as well as a passion for Social Media and an understanding of Marketing are crucial to successfully developing this position.

This position is based at our Main Campus in San Diego's Fashion Valley district. Please note that the schedule for this position is Tuesday thru Saturday with a starting salary range between \$10.00 to \$15.00 per hour, a benefit package that includes health insurance, paid time off, educational advancement program, and more. Although the position is full-time, we are open to consider a part-time schedule for the right candidate.

The Primary Responsibilities as well as additional responsibilities not listed, as assigned:

ADMINISTRATIVE

- Customer Service (manage the Front desk: Telephones, welcome and direct guest, etc).
- Quick adaptability to software programs with limited on-the-job training.
- Ensure that client satisfaction is optimized.
- Support the team in the completion of projects requests.
- Must work well in a changing environment.
- Ensure that a high level of Quality Assurance is practiced by always checking work.
- Adhere to the various internal procedures.
- Provide assistance to other functions within the company.
- Perform any other reasonable tasks required by his/her manager and team.
- Excellent organizational and time management skills with a demonstrated ability to prioritize competing deadlines.
- Maintain client relationships.
- Light Accounting support.
- Research projects and reports.
- Must be creative, motivated, very detailed oriented, and a self-starter.

MARKETING

- Assist with maintaining existing websites.
- Build recognition through existing social media (i.e. Facebook, Twitter, etc.), as well as identify additional opportunities to grow our school's on-line presence.
- Connect with existing and potential partners (i.e. students, other schools, etc.) through interaction on social media
- Assist in developing current and future marketing strategies.
- Develop, implement and manage social media campaigns
- Assist in creating presentations.
- Organize and distribute promotional materials
- Participate in printing and website designs.

- Generate and measure weekly reports for marketing programs.
- Assist in creating SSU's newsletters.
- Edit online and print marketing efforts.
- Experience with search engine marketing toolsets.
- Experience of launching successful social media campaigns.
- Experience with social media marketing analytics and data-driven efficacy measurement, using Google, Facebook and other social media analytics tools.
- Some understanding of viral marketing and related viral techniques for user engagement and how to create network effects across social media.
- Serve as the Facebook Local Account Manager for each client. Includes completing the intake form, communications regarding branding, and any other correspondence necessary to facilitate the relationship.
- Assist in sourcing articles for posts from reputable, high-traffic sites.
- Assist in creating Facebook posts, including tag lines and copy weekly.
- Assist in creating Instagram posts as needed.
- Create ads, link conversion pixels, and boost posts where required.
- Make recommendations for improvement to our existing social media.
- Manage interoffice communications with Creative Team to facilitate excellent design.
- Manage the reporting of success of social media (i.e. Facebook, Twitter, Instagram, etc.).

MINIMUM QUALIFICATION PREREQUISITS:

- Strong general office and computer proficiency: Microsoft Office (Word, Excel, Outlook, PowerPoint), adapts to software easily; Photoshop, Illustrator, Adobe, Graphics, HTML & website administration programs are a plus.
- Self-motivated, organized individual with strong attention to detail.
- Excellent communication and writing skills that includes grammar and punctuation (copyeditor and proofreader skills).
- Previous experience utilizing social media.
- Ability to establish and meet deadlines.
- Previous Marketing experience is a plus.

BEHAVIORAL TRAITS

- Organized
- Detail Oriented
- Technical
- Consistent/Reliable
- Positive Attitude
- Confident

COMPENSATION

- Salary – DOE.
- Benefits -- Medical, Dental, Vision, Life.
- Paid Time Off (accrual base).
- Company Events.
- Education advancement program.
- Excellent office location and casual environment.
- Advancement available as SSU grows and expands markets.

TO APPLY

Please e-mail your **resume with salary history and references** (in PDF or Word format) with “**OFFICE ADMIN COORDINATOR 2014-05**” in the subject line to: SSalinas@ssu.edu . Please visit our website: www.ssu.edu