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# ANNOUNCEMENT

March 28, 2024

**THE UNIVERSITY OF GUAM SOLICITS APPLICATIONS TO ESTABLISH A LIST OF ELIGIBLES FOR THE FOLLOWING REGULAR APPOINTMENT, FULL-TIME POSITION, (SUBJECT TO THE AVAILABILITY OF FUNDS):**

*Announcement No. 057-24*

*Position Title*  
**DIGITAL MARKETING AND SOCIAL MEDIA SPECIALIST**

*Salary Range:*  
UGPP/M-01 \$49,731.00 – UGPP/M-09 \$66,171.00 Per Annum

*Opening Date:* March 28, 2024  
*Closing Date:* April 10, 2024

*Location:*  
Office of the President/University Marketing & Communications

**MINIMUM QUALIFICATIONS:**

- Bachelor’s degree in Marketing, Communication, or Business.
- Three (3) to Five (5) years of relevant experience in a marketing, communications, digital marketing, or a social media role.
- Equivalent combination of relevant education and experience totaling in six (6) to eight (8) years in marketing, communications, business, or related field.
- Proven experience using Customer Relationship Management (CRM) systems and marketing automation.
- Digital Marketing Certifications including, but not limited to, AMA, HubSpot, Google Ads, Meta, Salesforce.

**PREFERRED QUALIFICATIONS:**

- Graphic design and video production experience.
- Experience in website content management systems such as ModernCampus, WordPress, and Drupal.

**QUALIFICATIONS REQUIRED :**

Pursuant to Public Law 26-87 as amended by Public Law 29-113, all future employees of any position within the government of Guam will be required at minimum to possess one of the following:

1. A high school diploma; or
2. Successful completion of General Education Development (GED) Test; or
3. The equivalent of a general education high school program; or
4. Successful completion of a certification program, from a recognized accredited or certified vocational technical institution, in a specialized field for the job.

**NATURE OF WORK:**

The Digital Marketing and Social Media Specialist manages institutional digital marketing projects and plays a leading role in the development and implementation of digital marketing strategies. The person in this position is innovative and passionate about current digital and social media trends and creating digital marketing campaigns. This position manages institutional social media accounts, including Facebook, Twitter, Instagram, LinkedIn, and creates campaigns to target key stakeholders. This position works collaboratively with the MarCom team to support the marketing and communication goals of the institution. The Digital Marketing and Social Media Specialist reports to the Chief Marketing and Communications Officer.

**CHARACTER OF DUTIES:**

Develops and implements digital marketing and social media strategies in the areas of recruitment, retention, advancement, and engagement. Works with the MarCom and Web Teams to set up and optimize targeted social media advertising and email campaign and creates conversion-optimized landing pages and lead capture forms to drive leads resulting in undergraduate and graduate enrollment. Plans and executes all web, Search Engine Optimization (SEO)/Search Engine Marketing (SEM), database marketing, email, social media, and display advertising campaigns. Designs, builds, and maintains institutional social media presence. Maintains digital marketing and social media calendars and sets and achieves metric-driven goals that advance institutional priorities. Creates and manages content for social media, emails, and other forms of digital communication. Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs). Stays up to date on the latest digital marketing and social media trends and implements them in marketing campaigns. Brainstorms new and creative growth strategies. Plans, executes, and measures experiments and conversion tests. Collaborates with internal teams to create landing pages and optimize user experience. Measures

## #057-24 DIGITAL MARKETING AND SOCIAL MEDIA SPECIALIST

competitive analysis and market research to help inform digital strategies. Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points, instrument conversion points and optimize user funnels. Collaborates with agencies and other vendor partners, evaluates emerging technologies. Creates and maintains an editorial calendar to deliver targeted content. Maintains consistent brand messaging across all social channels. Performs related duties as required.

### **KNOWLEDGE, ABILITIES, AND/OR SKILLS:**

Excellent oral and written communication skills. Social media savvy, with a passion for staying on top of trends. In-depth knowledge of current digital trends. Strong sense of creativity, imagination, and innovation. In-depth knowledge of various social media platforms and best practices. Ability to analyze consumer metrics, reports, and trends. Strong project management and managerial skills. Experience in optimizing landing pages and user funnels. Proficiency in graphic design and photo and video editing. Experience with SEO and SEM strategy and keyword research and Google Analytics. Experience with A/B and multivariate experiments. Working knowledge of HTML, CSS, and JavaScript development and constraints. Strong analytical skills and data-driven thinking. Ability to prioritize and manage multiple projects at the same time. Ability to work under deadlines with a high production of output.

### **EDUCATION:**

Applicants claiming degrees or credit hours are required to have an original or certified copy of the documents (e.g. transcripts, high school diploma or GED certification) accompany the application.

### **WORK ELIGIBILITY:**

Submission of completed job applications authorizes the University of Guam to seek and obtain information regarding the applicant's suitability for employment. All factors which are job related may be investigated (e.g. previous employment, educational credentials, and criminal records). All information obtained may be used to determine the applicant's eligibility for employment in accordance with equal employment opportunity guidelines. In addition, the applicant releases previous employers and job-related sources from legal liability for the information provided.

Section 25103, Chapter 25, Title 10 of the Guam Code Annotated requires college or university employees to undergo a physical examination, to include a test for tuberculosis (skin or x-ray), prior to employment and at least annually thereafter. A report of such examination must be conducted by a licensed physician within a state or territory of the United States and must be submitted upon request.

Federal law requires presentation of eligibility to work in the United States within seventy-two (72) hours of reporting for employment. Specifically, 8 USC 1324A requires the employer to verify the identity and eligibility to work in the United States of all newly hired employees. The University of Guam is required to comply with this law on a non-discriminatory basis. If you are hired to fill a position within the University of Guam, you will be required to present valid documents to comply with the law.

### **POLICE AND COURT CLEARANCE:**

Pursuant to Public Law No. 28-24 and Executive Order No. 2005-34, applicants selected for a position are required to provide original police and court (Superior Court of Guam) clearances of no more than three (3) months old prior to commencement of employment. Off-island applicants must obtain clearances from their place of residence. Applicants are responsible for fees associated with obtaining the clearances.

### **HOW TO APPLY:**


All applicants must submit an online job application through the UOG's online employment portal system at <http://uog.peopleadmin.com> and upload supporting documents with their application. For further information, please call 671-735-2350.

### **UNIVERSITY INFORMATION:**

Information on the University's campus security and fire safety may be accessed at <https://www.uog.edu/life-at-uog/safety-security>. (under Links).

### **THE UNIVERSITY OF GUAM IS AN EQUAL OPPORTUNITY EMPLOYER AND PROVIDER:**

The University of Guam complies with Public Law 24-109 in reference to the provisions and requirements of the Americans with Disabilities Act. Assistance in EEO/ADA matters and inquiries concerning the application of Title IX and its implementing regulations may be referred to the University's Director, EEO and Title IX/ADA Coordinator, located at the EEO/ADA Office, Dorm II, Iya Hami Hall, Room 104, Telephone No. (671) 735-2244; TTY (671) 735-2243; or to the Office of Civil Rights (OCR).

  
Elaine Faculo-Gogue (Mar 28, 2024 10:59 GMT+10)  
**ELAINE M. FACULO-GOGUE**  
Acting Chief Human Resources Officer