THE MANOR

Social Media Director – 2024-2025 Application

The Social Media Director is The Manor's chief figure for social media. The successful candidate will have experience in social media on various platforms (primarily Instagram). The Social Media Director collaborates with The Manor's Editor-in-Chief on coverage of fashion as news, but is mainly responsible for ensuring a cohesive, consistent posting schedule on The Manor's social media platforms.

Qualifications
• Student enrolled at the Savannah location for fall, winter and spring quarters (2024-2025).
• Graduation date of May 2025 or later.
• Applicant must remain enrolled at the Savannah location for three consecutive quarters.
• Minimum 2.5 GPA required. Applicants may not be on academic or disciplinary probation. These standards must be maintained for the entirety of the manager's term.
• At least one quarter of service to a Student Media entity is preferred.

Specifically, here's what the Social Media Director should achieve in their tenure:

1. Coordinate with editors to achieve excellent, award-worthy content.
2. Work efficiently with Art Director to maintain media's aesthetic.
3. Create an effective social media strategy that includes a social media calendar to boost The Manor's social media presence.
4. Create, establish and lead a team of at least 5, consisted of social media-savvy staff to secure a capable team who can contribute to The Manor's social media platforms.
    • Create and lead this group on a weekly basis, collaborating via Slack or group chat
    • Host breakout rooms or meeting sessions during the weekly meetings
5. Establish and maintain a posting schedule for The Manor's social media.
6. Collaborate with staff to coordinate how to capture quality content for blog's social media.
7. Check and update social media budget on a weekly basis.
8. Staff and plan for social coverage for all events related to the Fashion Department, as well as associated departments to The Manor (subject to change with the transition from virtual to on-ground).
9. Attend workshop seminar at the beginning of the 2024 Fall quarter.
10. Effectively communicate with staff and plans well in advance, as well as maintain a weekly schedule of social posts that is shared with the Editor-in-Chief and Art Director.
    • Utilize Slack in order to communicate with the team as a whole.
11. Attend The Manor meetings on Tuesday, as well as Editor and Director meetings on Sunday.
12. Agree to attend every meeting unless submitting an excuse 24 hours in advance.*
13. Collaborate, brainstorm, pitch and help produce creative multimedia content.
14. Perform other duties as assigned by The Manor's Editor-in-Chief or adviser.
15. This position will receive a monthly stipend, subject to change on a monthly basis depending on quality and excellence of work.

*Exceeding three unexcused absences from both Tuesday and Sunday meetings may result in removal from the position.

Submitting an Application:
Your complete application will include a signed cover letter, your current résumé (with adequate contact information), and a portfolio of relevant work samples, may be mixed disciplines (writing, fashion, editorial photography, etc.) Incomplete applications or applications received after the deadline will not be considered.

Applications are due February 26, 2024

Application materials must be submitted via email to editor@scadmanor.com. If you have any questions about application materials, please contact Katherine Medina at kmedina@scad.edu.