

ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA

Job Title: Social Media Executive

Role Summary

The Social Media Executive is responsible for developing, executing, and evaluating the Higher Education Institution's (HEI) social media strategy to enhance institutional visibility, reputation, student recruitment, and stakeholder engagement. The role requires a balance of strategic communication, academic sensitivity, brand stewardship, and data-driven decision-making.

The Social Media Executive serves as the institution's official digital voice and ensures that all social media communication reflects the institution's mission, values, academic and related credibility.

Key Responsibilities

1. Strategic Planning & Brand Alignment

- Develop and implement a comprehensive social media strategy aligned with institutional goals such as admissions, research visibility, rankings, outreach, achievements (both students and staff), placements and partnerships
- Create annual, semester-wise, and campaign-based social media plans
- Ensure strict adherence to institutional branding and communication guidelines
- Collaborate with departments, offices, faculty, students and various activity cells to align messaging

2. Content Development & Storytelling

- Conceptualize and produce high-quality content (posts, reels, videos, stories, carousels, newsletters etc.)
- Highlight:
 - Academic excellence and research outputs
 - Faculty expertise, achievements and publications
 - Student achievements and campus life
 - Institutional milestones, MoUs, and awards
- Translate academic, research and content into accessible public communication
- Maintain a consistent institutional tone—credible, inclusive, and professional

3. Platform Administration

Manage and optimize official institutional accounts on platforms such as:

- Instagram
- Facebook
- LinkedIn
- X (Twitter)
- YouTube
- Any other as applicable

Responsibilities include:

- Scheduling and publishing content
- Maintaining updated bios and profile information
- Implementing platform-specific best practices

4. Community Engagement & Stakeholder Interaction

- Respond to inquiries from prospective students, parents, alumni, and partners in a timely and professional manner
- Moderate comments and discussions to maintain a respectful digital environment
- Identify and nurture student ambassadors and alumni advocates
- Escalate sensitive matters to the appropriate authority

5. Campaign Management

- Lead digital campaigns for:
 - Admissions cycles
 - Institutional events and conferences
 - Rankings and accreditation highlights
 - Outreach and social impact initiatives
- Coordinate live coverage of major institutional events

6. Analytics & Performance Reporting

- Monitor and analyze key metrics:
 - Engagement rate
 - Reach and impressions
 - Conversion to inquiries/applications
 - Audience demographics
- Submit monthly and quarterly performance reports
- Use data insights to refine strategy and optimize campaigns

7. Reputation Management & Crisis Communication

- Monitor online mentions and sentiment related to the institution
- Identify reputational risks early
- Support official communication during crises or sensitive situations
- Ensure compliance with institutional policies and legal considerations

Required Competencies

Technical

- Proficiency in social media management tools (Meta Business Suite, Hootsuite, etc.)
- Working knowledge of graphic design (Canva, Adobe etc.)
- Basic video editing skills
- Understanding of analytics and digital marketing principles

Communication & Professional Skills

- Excellent written and verbal communication
- Strong storytelling ability
- High attention to detail and accuracy
- Cultural and academic sensitivity
- Ability to work under deadlines and manage multiple campaigns

Qualifications

- Bachelor's or Master's degree in Mass Communication, Media Studies or related field
- 2–5 years of experience in social media or digital communications
- Experience in higher education, non-profit, or knowledge institutions preferred

Key Performance Indicators (KPIs)

- Elevate the institution's public perception and image across the globe
- Growth in qualified student inquiries from social media
- Engagement rate and audience growth
- Visibility of research, academic achievements and other related activities
- Positive sentiment and brand perception
- Timely and effective crisis response