

Winthrop University

NOTICE OF JOB VACANCY

August 11, 2026

Position	Graduate Admissions and Social Media Coordinator Temporary Position (15 hours per week; M-F, 8:30 a.m. to 11:30 a.m.)	
Department	Social Work	
Band/Level	N/A	Vacancy No.: 2027303T
Starting Salary	\$18 per hour	
Minimum Training and Experience		
• Bachelor’s degree. • Two or more years of professional administrative experience. • Experience managing organizational social media accounts. • Marketing experience preferred. • Experience working with diverse populations.		
Knowledge, Skills and Abilities		
• Knowledge of Winthrop University’s Social Work programs or the ability and willingness to learn. • Effective oral and written communication skills, including the ability to create interesting, catchy promotional/informational materials for diverse audiences and across multiple platforms. • Ability to make presentations at various events, including information sessions, webinars and graduate fairs. • Sufficient technical skill to master required software and applications. • Effective interpersonal skills and the ability to establish and maintain effective working relationships with faculty, staff and students. • Exceptional customer service skills. • Ability to work on a variety of projects simultaneously with frequent interruptions while maintaining accuracy and adhering to deadlines. • Ability to work independently.		
Major Duties		
The Graduate Admissions and Social Media Coordinator supports recruitment, admissions and enrollment for the Department of Social Work graduate programs and serves as the primary point of contact for prospective students. This role also manages the department’s social media presence, creating and curating content to promote programs, events and continuing education in alignment with the department’s mission, branding and enrollment goals. • Develops and implements strategies to increase diversity, equity and inclusion in applicant outreach and admissions practices. • Coordinates all aspects of the graduate admissions process, including application management, admissions communication and data tracking. • Coordinates new student orientation. • Maintains accurate records of applicant data, enrollment trends and reporting for accreditation and program assessment. • Organizes and participates in recruitment events, such as open houses, graduate fairs, information sessions and webinars. • Assigns advisors for new graduate students. • Interfaces with department and campus partners regarding graduate recruitment and admissions processes. • Develops, implements and manages social media content calendar across platforms (e.g., Facebook, Instagram, LinkedIn, X/Twitter, TikTok). • Creates engaging content with posts, graphics, short videos and stories tailored to each platform’s audience. • Collaborates with faculty to promote initiatives and student success stories. • Stays current on social media trends, best practices and emerging platforms to enhance engagement. • Ensures accessibility and inclusivity in all online communications.		

To apply, access <https://www.governmentjobs.com/careers/sc> to submit an on-line application no later than August 25, 2026

Winthrop University is an Equal Opportunity / Affirmative Action employer and does not discriminate against any individual or group of individuals on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, gender identity, or veteran status. Women, minorities, and persons with disabilities are encouraged to apply.