



Candidate Information

Position: Social Media Officer (2 posts)
School/Department: Global Marketing, Recruitment and Admissions
Reference: 24/111686
Closing Date: Monday 11 March 2024
Salary: £37,841 - £45,148 per annum.
Anticipated Interview Date: Thursday 21 March 2024

JOB PURPOSE:

The post holder will lead on the development of relevant and engaging content to meet the needs of the university's social media strategy. Supporting the Social Media Manager and Communications team, the postholder will respond to emerging issues and the broader news agenda in a timely manner, managing the reputation of the university on social platforms.

MAJOR DUTIES:

1. Implementing and contributing to the core university social media strategy and developing and implementing effective social media strategies for priority projects.
2. Generating organic and innovative campaign content designed to engage the target audience and support key reputation and recruitment objectives.
3. Devising, filming and editing video content which is appropriate for social media and will engage the target audience.
4. Managing student content creators, including the development of innovative content ideas, writing briefs, editing output, managing quality control and processing payments.
5. Build relationships and work effectively with target social media communities across a range of social media platforms in order to solve problems, responding to emerging issues, building connection to the brand and generating advocacy.
6. Implementing targeted social media strategies for priority international markets and platforms with unique needs, such as China and India, to support reputation and recruitment objectives.
7. Using social listening to locate, analyse, report and respond to potential crises, as well as opportunities to support reputation and recruitment targets.
8. Use online analytics and other tools to build accurate and evidence-based social media insights into user behaviour. Provide analysis and reporting to inform decision-making at a strategic level, enhance performance and optimise key stakeholder journeys.
9. Managing social media for various promotional and profile events such as TEDx, VIP visits and international conferences.
10. Using expert advice, deliver social media consultancy and training across the university to help departments and Schools achieve their objectives.
11. Work with relevant university colleagues to create compelling content that will raise the profile of the University locally, nationally and internationally and to build, maintain and manage the reputation of the university.
12. Staying up-to-date with audience/platform trends across social media and driving innovation.
13. Deputising for the Social Media Manager as required.
14. Any other duties as reasonable requested commensurate with role.

ESSENTIAL CRITERIA:

1. A degree or equivalent qualification in a relevant subject plus significant recent relevant experience in marketing and/or communications role, with social media being a primary responsibility within your role. OR, substantial recent relevant employment experience as outlined above.
2. Experience of developing and implementing innovative and successful social media strategies.
3. Experience of managing social media accounts across multiple platforms as your primary role.
4. Experience of creating paid innovative and creative campaigns to meet the objectives of a business.

5. Experience of leading engaging video content development.
6. Experience of analysing and interpreting social media analytics to inform decision making at a senior level.
7. Knowledge and understanding of the social media landscape, recent trends and developments.
8. Proficient in creating artwork for social media.
9. Proficient user of MS Office packages and social media management tools.
10. Outstanding writing, editing and proof-reading skills, with the ability to produce high-quality accurate work to tight deadlines and adapt editorial style to a wide range of audiences.
11. Strong communication skills with the ability to inspire and engage stakeholders across the organisation.
12. Ability to work under pressure to manage deadlines and meet targets.
13. Strong interpersonal skills and ability to operate on own initiative as well as part of a team.
14. Willingness to work beyond normally working hours when and as required.

DESIRABLE CRITERIA:

1. A postgraduate or equivalent professional qualification in a related subject.
2. Experience of managing social media output across a large or complex organisation.
3. Experience of working within the higher education sector.
4. Experience of developing content with influencers and content creators.
5. Proficient in implementing strategies for challenging social media markets. (e.g. China).