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| Last updated: | 15/01/2025 |

**JOB DESCRIPTION**

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| Post title: | **Social Media Officer** | | |
| School/Department: | Corporate communications – social media team | | |
| Faculty: | Professional Services | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 3 |
| Posts responsible to: | Social Media and Engagement Manager | | |
| Posts responsible for: | N/A | | |
| Post base: | Office-based | | |

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| Job purpose |
| Support the planning and operational delivery of the University’s social media channels.  The post holder will coordinate the cross-department content, effectively collaborating with internal stakeholders to source content aligned to the brand and social strategies. They will support colleagues from across the institution to deliver social media excellence, supporting operational activity to engage our audiences. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | **Social media marketing and campaigns**   * Support our marketing and corporate communications strategies through existing and new social media channels and platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube etc.) * Co-ordinate social media campaigns and day-to-day activities using scheduling tools * Curate and co-ordinate published content on social channels (images, video and written), ensuring our information is as accessible and inclusive as possible. * Monitor, listen and respond to or signpost users, working with relevant colleagues across the organisation against specific KPIs or benchmark to ensure success metrics * Work closely with the Media Relations team to help manage our reputation online * Co-ordinate use of paid social to boost reach and engagement, managing promotion and social ad campaigns centrally * Carry out constant evaluation of the external social landscape, identifying innovative solutions for implementation to the University’s social offering * Provide advice and guidance to colleagues in the innovative use of social channels as a marketing tool, to maximise effectiveness and resource | 60 % |
|  | **Video and digital imagery**   * Support the Multimedia Reporters in visual and audio content and creatively integrate into social and campaign activities, ensuring good representation of the University brand * Facilitate the sharing of best practice, ideas and the use of the University brand across the group of external video production suppliers. * Working to relevant Health and Safety, Privacy, Data Protection and other policies. | 15 % |
|  | **Supervisor role**   * Supervise and lead a range of “Digital Ambassadors” who would be responsible for a range of content outputs from vlogging to takeovers (project dependent). | 5 % |
|  | To undertake research and perform detailed analysis, manipulation and interpretation of specialised data to create reports and highlight and prioritise issues. | 5 % |
|  | To organise events, ensuring all activities run efficiently by co-ordinating diaries, booking venues, and supplying relevant information. | 5 % |
|  | To undertake Agresso financial administration processes and provide support to management with budget monitoring processes. | 5% |
|  | Any other duties as allocated by the line manager following consultation with the post holder. | 5 % |

| Internal and external relationships |
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| Staff within Corporate Communications, key stakeholders within designated Faculty, colleagues from other Professional Services at all levels, including Marketing, external suppliers, peer institutions, students, students services and Students’ Union. |

| Special Requirements |
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| Some work outside of usual office hours may be required to support events or campaigns |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.  Experience of working with the full mix of digital marketing channels including, web, social, paid advertising, email campaigns, video, application development and event support.  Experience of making creative suggestions about ways of communicating digitally with relevant target audiences.  Able to apply a comprehensive understanding of relevant University systems and procedures and procedures, and an awareness of activities in the broader work area.  Able to accurately analyse and interpret complex quantitative and qualitative data, presenting summary information in a clear and concise format.  Able to make effective use of standard office computer systems including word-processing and spreadsheets. | Recognised qualification in digital, marketing, postgraduate or further professional qualification.  Experience of working in a higher education setting  Photography/video skills, in a social media context  Experience of various software packages including, Microsoft Office suite, WordPress and Adobe.  Experience of using social listening tools  Blogging techniques and ability to construct/reconstruct stories into a digestible web-friendly format.  Ability to create new ways to share stories, develop themes, test new tactics in order to achieve the University’s objectives. | CV/Interview |
| Planning and organising | Able to co-ordinate and prioritise a range of one’s own, and the team’s, standard and non-standard work activities.  Able to successfully plan and deliver administrative projects over a period of several months.(e.g. to co-ordinate an event).  Meticulous attention to detail. |  | CV/Interview |
| Problem solving and initiative | Able to identify and solve problems by applying judgement and initiative to tackle some situations in new ways and by developing improved work methods. |  | CV/Interview |
| Management and teamwork | Able to solicit ideas and opinions to help form specific work plans.  Able to positively influence the way a team works together.  Able to ensure staff are clear about changing work priorities and service expectations.  Able to effectively allocate to, and check work of Digital Ambassadors, coaching/ training and motivating them as required. | Successful supervisory experience. | CV/Interview |
| Communicating and influencing | Able to elicit information to identify specific customer needs.  Able to offer proactive advice and guidance.  Able to deal with sensitive information in a confidential manner.  Excellent presentation and interpersonal skills.  Ability to create high quality and accurate communications and reports independently.  Excellent English writing skills with ability to present complex issues in a focused, succinct, professional and persuasive manner  Excellent customer service approach |  | CV/Interview |
| Other skills and behaviours | Very good time management and organisation skills.  Creative and enthusiastic individual |  |  |
| Special requirements | Ability to work flexible hours on occasion, including evenings and weekends as necessary.  Willingness to travel on occasion to attend training and appropriate events | Good general knowledge to allow understanding of academic and research related topics. |  |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| Yes | If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below. |
| No | If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below.  Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder. |

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

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| **ENVIRONMENTAL EXPOSURES** | **Occasionally**  (<30% of time) | **Frequently**  (30-60% of time) | **Constantly**  (> 60% of time) |
| Outside work |  |  |  |
| Extremes of temperature (eg: fridge/ furnace) |  |  |  |
| ## Potential for exposure to body fluids |  |  |  |
| ## Noise (greater than 80 dba - 8 hrs twa) |  |  |  |
| ## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below: |  |  |  |
| Frequent hand washing |  |  |  |
| Ionising radiation |  |  |  |
| **EQUIPMENT/TOOLS/MACHINES USED** | | | |
| ## Food handling |  |  |  |
| ## Driving university vehicles(eg: car/van/LGV/PCV) |  |  |  |
| ## Use of latex gloves (prohibited unless specific clinical necessity) |  |  |  |
| ## Vibrating tools (eg: strimmers, hammer drill, lawnmowers) |  |  |  |
| **PHYSICAL ABILITIES** | | | |
| Load manual handling |  |  |  |
| Repetitive crouching/kneeling/stooping |  |  |  |
| Repetitive pulling/pushing |  |  |  |
| Repetitive lifting |  |  |  |
| Standing for prolonged periods |  |  |  |
| Repetitive climbing (ie: steps, stools, ladders, stairs) |  |  |  |
| Fine motor grips (eg: pipetting) |  |  |  |
| Gross motor grips |  |  |  |
| Repetitive reaching below shoulder height |  |  |  |
| Repetitive reaching at shoulder height |  |  |  |
| Repetitive reaching above shoulder height |  |  |  |
| **PSYCHOSOCIAL ISSUES** | | | |
| Face to face contact with public |  |  |  |
| Lone working |  |  |  |
| ## Shift work/night work/on call duties |  |  |  |