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Job Description

Post title: **Head of Social Media & Content**

Date last updated/evaluated: April 2025

Author: Executive Director of Communications

School / Department: Communications

Faculty / Directorate: Professional Services

Job Family: Management, Specialist and Administrative (MSA)

Grade: Level 5

ERE Pathway (if applicable): Not applicable

Post reporting to: Associate Director of Corporate Communications

Post line report(s): Social Media Manager, Social Media Officer

Post base location: Hybrid: Campus / Home

Job purpose: To plan, organise and bring together all relevant social media and creative content expertise, channels and responsibilities under a new social media strategy, to generate greater impact in the UK and internationally.

## Key accountabilities and indicative time allocation:

1. **25%**

**Strategy Development**

Develop and implement an effective content and social media strategy that is aligned with the Corporate Communications Strategy and focuses on compelling content that resonates with our audiences in the UK and core international markets.

Coordinate all social media channels to ensure effective and efficient use of audience-led content that conveys consistent branding and tone of voice.

Champion a digital- and social-first approach that puts creative content and social media at the heart of all communications announcements and at the forefront of planning.

1. **25%**

**Best Practice**

* Use insight to continuously improve performance, sharing data and keeping on top of changing trends and new channels.

Provide best practice guidance and training for anyone using social media on behalf of the University and provide guidance to academic colleagues to enable amplification of their research.

Establish alignment with other channel strategies including Internal Communications, Marketing, Student Communications and Alumni Communications.

Apply social media intelligence to risk management, horizon scanning and business continuity plans to protect reputation.

1. **15%**

**Team Development**

* Provide leadership and build capability across content and social media, using insight to continuously improve performance.
* Develop the team responsible for producing and managing our social media strategy for maximum impact.
* Plan and organise team activity in the medium-term, with an appreciation for longer-term requirements. Help determine priorities and allocate resources to meet planned objectives and requirements.

Build internal relationships, understanding and support for what the content and social media team is looking to achieve.

Promote a culture of experimentation, continuous improvement, and data-driven decision-making.

1. **10%**

**Relationships**

Build and maintain strong relationships with partners, stakeholders and social media influencers, seeking out collaborations.

Influence teams using social media across the University to encourage a coordinated and consistent approach.

1. **10%**

**Senior Advisor**

Provide advice and intelligence to the Vice-Chancellor and University Executive Board on social media trends.

Share insight and data to improve understanding of the power of creative content and social media, including within the Communications, Marketing, Student Communications and Alumni Communications teams.

1. **10%**

**Leadership**

* Work collaboratively across the organisation to identify opportunities, risks and partnerships, ensuring that all digital activity and creative services deliver against business needs and comply with Corporate Brand Guidelines.
* Providing strong professional leadership, support and challenge across the communication team as part of the senior management team
1. **5%**

Any other duties as allocated by the line manager following consultation with the post holder.

Internal and external relationships:

* Communications, Marketing and Student Communications colleagues.
* Senior leaders across the University, including the University Executive Board and Professional Services Executive Group.
* Equivalent post holders in other relevant organisations, nationally and internationally.
* SUSU (Southampton University Student Union) and Alumni.
* Key external partner organisations
* External customers, agencies, and bodies, including government and commercial organisations

Special requirements:

Occasional out of hours working required as necessary.

# Person Specification – Skills and Competencies

All essential and desirable criteria outlined in this Person Specification will be assessed through a combination of recruitment application and CV, and where applicable numerical or written assessment.

**Knowledge, Experience and Qualifications**

Essential

* Well-rounded theoretical knowledge and understanding of the required professional or specialist discipline, accompanied by extensive practical and/or managerial experience.
* The required level of knowledge and understanding will normally have been gained through some or all of the following:
	+ Considerable work experience, ideally accredited through registration with a relevant professional body.
	+ Vocational training
	+ Formal qualification(s) equivalent to Level 7 of the [Regulated Qualifications Framework](https://www.gov.uk/what-different-qualification-levels-mean/list-of-qualification-levels) e.g. master’s degree, postgraduate certificate, diploma or Level 7 award, certificate, diploma.
* Extensive experience in developing and executing social media strategies, gained either in-house or within an agency environment.
* Proven ability to evaluate the effectiveness of content and social media engagement against objectives, reviewing lessons learned and comparing industry best practice to identify areas for improvement for future strategies.
* In-depth knowledge of organic, paid, and earned media principles across key social platforms.
* Able to demonstrate alignment with the University’s core values in all areas of work, and champion those behaviours in the Department.
* Personal presence and able to project and inspire confidence at all levels.
* High level of emotional intelligence with excellent judgement

Desirable

* Understanding of and/or empathy for higher education and its current and emerging global trends.

**Teamwork and Communication**

Essential

* Effectively manages team dynamics, creating an environment that engages and motivates others.
* Provides expert advice, guidance and recommendations on complex issues.
* Fosters and maintains working relationships within the department and wider University.
* Uses persuasiveness and positively influences others to achieve outcomes.
* Leadership and management experience at a senior level within social media and/or communications.
* Able to demonstrate leadership and to raise performance standards throughout own work areas.
* Able to recognise and deal with obstacles and difficulties so that teams can deliver.
* Ability to lead matrix teams to deliver social media campaigns.
* Evidence of highly developed interpersonal and influencing skills with a demonstrable ability to achieve personal impact in working relationships with a wide range of internal and external stakeholders within the HE sector, Government and beyond.
* Proven ability to influence, persuade and change the motivations, attitudes and behaviours of multiple audiences, both internal and external to the organisation.
* Ability to establish credibility quickly to work effectively and collaboratively with cross-functional teams.
* Outstanding written and oral communication skills.

**Planning, Organisation and Resource Management**

Essential

* Plans and manages significant new projects or work activities, ensuring plans complement wider strategic plans.
* Appreciates University priorities and applies these in managing work.
* A strategic thinker with the ability to plan and evaluate in the short, medium and long term, alongside the day-to-day demands of a changing political landscape.
* Able to champion and oversee the Content and Social Media team’s contribution to the University’s strategy and to lead on the Department’s strategies and plans.

**Problem Solving and Initiative**

Essential

* Formulates development plans to meet current and future skill requirements.
* Applies knowledge, experience and understanding of a professional, specialist or technical field to inform work plans, based on a detailed understanding of the theory and/or principles underpinning the field of work.
* Uses initiative, professional and/or specialist judgement and originality to resolve problems and develop revised policies and procedures, where required.
* Proven ability to identify reputational risks and develop strategies to manage and mitigate them.
* Proven ability to make judgements on significant new problems where precedent may not apply.

# Job Hazard Assessment

A full health clearance is required for this role where any hazards marked “**^**”, using the agreed Occupational Health referral template [available from here](https://sotonac.sharepoint.com/teams/HealthWellbeing/SitePages/Occupational-Health.aspx). Where a full health clearance is required, this will apply to all role holders, including existing members of staff.

## Physical Environment

Working outside **^** Not applicable

Exposure to noise levels >80dbA **^** Not applicable

Working with dust or fumes **^** Not applicable

Working with skin irritants **^** Not applicable

Working with chemicals (industrial or cleaning) **^** Not applicable

Working in a confined space **^** Not applicable

Working at height **^** Not applicable

Working with sewage **^** Not applicable

Contact with cytotoxins **^** Not applicable

Exposure Prone Procedure (EPP) work **^** Not applicable

Contact with clinical specimens or pathology work **^**  Not applicable

Direct patient care or patient contact Not applicable

Exposure to temperature extremes Not applicable

Frequent hand washing Not applicable

Ionising radiation Not applicable

## Psychological and Social Environment

Working shifts **^** Not applicable

Working nights **^** Not applicable

Lone working Not applicable

Working with children Not applicable

Exposure to persons with challenging behaviourNot applicable

Working with larger groups Not applicable

## Equipment, Tools and Machines

Working with vibrating machinery or tools **^** Not applicable

Driving duties e.g. LGV, PCVs, forklift trucks **^** Not applicable

Food handling Not applicable

Contact with latexNot applicable

## Physical Abilities

Prolonged physical movements or actions e.g. walking **^** Not applicable

Prolonged Standing or Sitting **^** Not applicable

Moving or handling heavy loads **^** Not applicable

Repetitive pulling or pushing **^** Not applicable

Repetitive climbing (steps, stools, ladders, stairs) **^** Not applicable

Repetitive crouching, kneeling or stooping Not applicable

Repetitive lifting Not applicable

Fine motor grips (e.g. pipetting) Not applicable

Repetitive reaching below shoulder height Not applicable

Repetitive reaching at shoulder height Not applicable

Repetitive reaching above shoulder height Not applicable

# Behaviours

Our [Inclusion and Respectful Behaviour Policy](https://www.southampton.ac.uk/about/governance/regulations-policies/policies/inclusion-respectful-behaviour) describes the expectations of everyone who is a part of our community.

Our **Southampton Behaviours** (below) outline the responsibilities we each have in working collaboratively to achieve our University strategy.

**Personal Leadership**

 - I take personal responsibility for my own actions and an active approach towards my development.

 - I reflect on my own behaviour, actively seek feedback and adapt my behaviour accordingly.

 - I demonstrate pride, passion and enthusiasm for our University community.

 - I demonstrate respect and build trust with an open and honest approach.

**Working Together**

 - I work collaboratively and build productive relationships across our University and beyond.

 - I actively listen to others and communicate clearly and appropriately with everyone.

 - I take an inclusive approach, value the differences that people bring and encourage others to contribute and flourish.

 - I proactively work through challenge and conflict, considering others’ views to achieve positive and productive outcomes.

**Developing Others**

 - I help to create an environment that engages and motivates others.

 - I take time to support and enable people to be the best they can be.

 - I recognise and value others’ achievements, give praise and celebrate their success.

 - I deliver balanced feedback to enable others to improve their contribution.

**Delivering Quality**

 - I identify opportunities and take action to make improvements.

 - I plan and prioritise efficiently and effectively, taking account of people, processes and resources.

 - I am accountable for tackling issues, making difficult decisions and seeing them through to their conclusion.

 - I encourage creativity and innovation in others, to deliver workable solutions.

**Driving Sustainability**

 - I consider the impact on people before taking decisions or actions that may affect them.

 - I embrace, enable and embed change effectively.

 - I regularly take account of external and internal factors, assessing the need for change, and gaining support to move forward.

 - I take time to understand our University strategy and communicate this to others.