

Professional Services Job Description

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| Post Title: | Social Media Manager (Maternity cover) |
| Post No: | S1826 |
| Salary Grade: | 7 £33,797 - £38,017 per annum |
| Department: | Communications, Marketing & Student Recruitment |
| Base Location: | Pittville Campus, Cheltenham, GL52 3JG |
| FTE & Hours: | 0.8 FTE for 12 months or 1.0 FTE for 10 months |

Special Conditions:

The post is based on our site at Pittville Campus, Cheltenham. The post holder may be based at any premises the University occupies and may be required to work at any University site or any other reasonable location where the University is undertaking its business.

The postholder may be required to work on some evenings and weekends and may be required to work away from home to cover events. All staff in the department are required to support key activities such as open events and clearing so restrictions are in place relating to booking annual leave during peak periods.

General

The Communications, Marketing & Student Recruitment Department is responsible for a range of University-wide services.

It has strategic and operational responsibility for key University functions and processes. Although not exhaustive this includes: brand and reputation management; the development and production of integrated marketing communications both on and offline; corporate public relations; alumni relations; recruitment initiatives and outreach/widening participation activity; internal and external communications; student admissions and a range of externally focused projects and sponsorship arrangements.

Main Duties and Responsibilities

Responsible to: Head of Communications and PR (Line Manager)

1. Lead on the development and implementation of the University Social Media Strategy and report on progress against objectives and KPIs to University Senior Management.
2. Provide oversight for all University Social Media Corporate Channels and co-ordinate and champion social media across CMSR, with a focus on authentic and audience driven content for both paid and organic media, ensuring key messages are delivered to support both recruitment and brand building activity, raising awareness of the university's offer and impact to a range of a identified audiences.
3. Provide effective line management of the social media team, and effective leadership of the social media function across CMSR, fostering a culture of learning and innovation.
4. Lead on the development and measurement of social media campaigns and provide support and guidance on social media elements for wider PR and marketing campaigns, including the setting and reporting against appropriate objectives and KPIs and producing reports that will inform future strategy and development.
5. Identify and implement solutions to raise the University's profile further through paid social media activity and report on findings/success.
6. Lead on strategy to deliver more high quality peer-to-peer and student-led social media content, working with student influencers and other identified influencers, and exploring opportunities around and recruiting for student placements, work experience and commissions.
7. Lead on social media strategy and planning for key periods of the recruitment cycle, this includes but is not limited to: Open Days, Conversion and Clearing.
8. Identify, monitor and submit social media award entries on behalf of the University, positioning the University as sector leading for Social Media.
9. Provide best practice guidance and support on social media strategy and channels to Academic Schools and other University departments, helping to ensure consistency and alignment with University tone of voice and brand guidelines on non-corporate social media channels.
10. Oversee monitoring of social media activity and chatter relating to the University, alerting Head of Communications and PR to potential reputational risks and leading on social media crisis response. d and update and share
11. Work with colleagues to engage with and respond in an appropriate, proportionate and timely manner to audiences via social media channels to build the University's external profile, meet strategic priorities responses and

manage reputational risk.

12. Lead on liaison with external agencies for the development and implementation of paid social media to ensure this is in line with organic objectives and undertake digital horizon scanning for best practice and changes in the HE sector, researching and proposing future development opportunities.
13. Provide consultancy to colleagues in writing digital copy and communicate with passion the potential scope of digital marketing opportunities to internal colleagues.
14. Commission/deliver multimedia content (copy, filming, digital photography) where required for dissemination across social media channels.
15. Build social media communities of targeted stakeholders/influencers/ambassadors, aligned with the Social Media and wider Communications Strategy.
16. Provide support where necessary to the department as directed, including attendance at open days and HE fairs.
17. To undertake any other duties and responsibilities, commensurate with the grade of the post, properly directed by the line manager. These variations will not change the general character of the post or the level of responsibility entailed.

This job description does not form part of your contract and may be amended from time to time. You may also be required to undertake alternative, additional or ancillary duties from time to time as the University may reasonably direct.

Person Specification

Post Title: Social Media Manager

Department: Communications, Marketing & Student Recruitment (CMSR)

Grade: 7

| Requirements | Essential [E] | Desirable [D] |
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| Educational attainment | <ul style="list-style-type: none"> Education to degree level or equivalent experience. | <ul style="list-style-type: none"> E-Marketing Qualification (CIM) or equivalent CIM/CIPR qualification. |
| Experience required | <ul style="list-style-type: none"> Experience of working in a large complex organisation. Experience of meeting the digital needs of an organisation: managing social media channels, developing and delivering digital campaigns, sourcing new content. Experience of implementing a company's social media strategy (developing and enhancing brand awareness and reputational profile), monitoring social media trends as they evolve and benchmarking/ reporting on best practice compared to strategic competitors. Experience of working with an External /Internal Communications team, and/or Marketing team to deliver their respective missions, ensuring consistency in tone of voice and cultivating a social media network. Experience of implementing social media campaigns and managing presence on social networking sites including Facebook, LinkedIn, Twitter, Instagram and other community sites. | <ul style="list-style-type: none"> Experience of working in marketing or student recruitment in a HE/Education context. Experience of developing or commissioning multimedia content for social media channels (inc visual content, video) and via different platforms -mobile, PC etc. Experience of managing paid online campaigns across social media channels Experience of compiling and disseminating a social media digest for internal purposes, highlighting positive and negative references to the institution. Experience of developing access to an organisation's social media content on mobile platforms. |

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| | <ul style="list-style-type: none"> Experience of representing an organisation in social media spaces, engaging in dialogues and answering questions where appropriate and with sensitivity. <p>Experience of providing analytics to monitor and measure effective ROI and to benchmark the impact of social media programmes, as well as explaining feedback and insights gained to colleagues at a variety of levels of seniority.</p> | <ul style="list-style-type: none"> Experience of researching and implementing new social media channels for an organisation |
| Skills and aptitudes required | <ul style="list-style-type: none"> IT skills, data manipulation and analysis skills. Drawing on knowledge and experience, provide specialist advice and guidance to project leaders and colleagues Excellent written and verbal communication skills, including sourcing, copywriting, editing and proofreading information. Excellent planning and organisational skills. Ability to manage projects to time and within budget. Ability to prioritise work and work with limited supervision. Excellent presentation skills. | <ul style="list-style-type: none"> A willingness to undertake training and development in key areas of the business and to complete tasks to the highest standards. Understanding of corporate strategies and their role in identifying and communicating key messages to a wide range of stakeholders. Ability to produce management reports to measure return on investment and value for money on all activity. |
| Personal qualities required | <ul style="list-style-type: none"> Excellent interpersonal skills. Able to communicate with individuals and groups within and outside the organisation at all levels. A team player | <ul style="list-style-type: none"> |
| Circumstances | <ul style="list-style-type: none"> Flexibility to accommodate peaks in workload. Ability to work evenings and weekends when required, including supporting on/off campus events. | |

