

**JOB DESCRIPTION**

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| **Job Title** | Social Media Content Manager |
| **Service** | External Relations Directorate |
| **Grade and Salary Range** | F: £44,577 to £49,641 |
| **Location**  | Docklands  |
| **Reporting to** | Head of Communications |
| **Responsible for** | Social Media Officers, Social Media Assistants, Student Social Media Ambassadors |
| **Liaison with** | Schools, Colleges and other Services |
| **Contract type** | Permanent, Full time (35 hours per week)  |

Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**THE DEPARTMENT (External Relations Directorate)**

We have built an External Relations Directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of several teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Change and Transformation (Design and Digital), Events and Advancement and the International Office.

We are looking for team members who will be part of embedding transformation and innovative practice and enjoy working in an agile environment as we try and work towards a culture of the ‘continuous new’. This is an exciting opportunity as we prioritise building our global and UK profiles with key elements from Vision 2028.

**JOB PURPOSE**

As our Social Media Content Manager, you will help drive awareness of UEL stories and brand and enhance our reputation on social media channels, developing and implementing content strategies that will grow our digital community and increase audience engagement. You will manage a small team responsible for content on UEL’s main social channels as well as help us continue to creatively drive forward with the ‘eco system’ of social media engagement we use with our six Schools.

Working in collaboration with colleagues across the External Relations Directorate, you will build and develop social campaigns, create and curate daily content, manage community conversations, build influencer partnerships and plan and lead both digital and on-the-ground activations at events.

In developing and managing content and strategies, you will work closely with UEL’s Social Media Channel Manager, who leads on the strategic use, integration and implementation of social media channels across the University.

The ideal candidate for the Social Media Content Manager will be a creative ‘ideas’ person who is an excellent manager and communicator and has experience in a large, multi-faceted organisation, with an understanding of higher education

**KEY DUTIES AND RESPONSIBILITIES**

The following are the main accountabilities for the job. This list is non-exhaustive and other duties commensurate with the grading of the job, may also be assigned to suit as the University needs require.

* Create, curate, and manage all daily published content (imagery, video, copy, Stories, Reels, etc.) across all social platforms
* Create content that is on-brand, purpose-driven, diverse and effectively reaches and engages our target audiences,
* Work with in-house video producers and student social media ambassadors to create compelling video content that engages and builds audiences
* Be the gatekeeper for all content - ensure all content is proofread, approved (when appropriate) and relevant before posting
* Work closely with the Social Media Channel Manager to develop and manage strategies to increase brand awareness, improve marketing efforts, generate leads and increase conversion
* Stay up to date on social media trends and category trends; surface new content opportunities, relevant cultural insights, and social trends; help the University participate in relevant social conversations that reinforce our brand values and positioning and our PR and marketing strategies
* Identify global social media channels that link to the University’s global strategies and look at ways to maximise the use of these channels
* Mange the monitoring of community chatter and engagement with followers. This includes responding to DMs and comments, with a focus on cultivating trust and sparking conversations
* Build partnerships and collaborations with social media ‘influencers’
* Use analytics and track key performance indicators (KPIs) to assess the effectiveness of social media output; make recommendations based on these outputs
* Create and deliver monthly and quarterly reports to provide insights to help inform brand relevance and areas of success/opportunity within our PR and marketing strategies
* Work with Communications Team colleagues to gain a holistic understanding of how the University is being referenced by other organisations individuals and feed this insight into PR strategy
* Lead social media training for staff to extend best practice around the University
* Help Schools, Services, Institutes and Centres devise (or revise) social media plans which link to broader plans run by External Relations colleagues. In partnership with Schools, help manage and grow the school social media accounts
* Experience of using social media during crisis management
* Any other duties appropriate to the role, as required

**PERSON SPECIFICATION**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* Social media experience for a large, multi-faceted organisation (A/I)
* Demonstrated leadership building out a social content strategy across multiple platforms and successfully implementing it (A/I)
* Experience of promoting brand values and stories (A/I)
* Experience engaging with audiences and building community and trust across multiple social platforms (A/I)
* Experience managing social media teams (A/I)
* Demonstrated success in establishing partnerships with social media influencers (I)
* Experience of successfully collaborating with and influencing cross-functional partners to bring memorable moments to life and generating excitement around them (A/I)
* Strong project management skills – you can balance a variety of competing priorities (A/I)
* Experience of using social media management platforms such Sport Social and Hootsuite (A/I)
* Experience of training individuals in non-social media roles in social media best practice (I)

**COMPETENCIES REQUIRED**

**Essential**

* Excellent written and verbal communication skills - you bring clarity to your content (I)
* Strong storyteller – you can create compelling video, photography and written content. The right candidate needs to demonstrate visual literacy and understand the processes of image and video creation (I)
* Excellent organisational and planning skills with the ability to prioritise and meet often tight and demanding deadlines (I)
* Ability to navigate ambiguity and creatively problem solve (I)
* Analytical thinking with the ability to derive data-driven insights (A/I)
* Detail and process oriented (I)
* The ability to build relationships across the organisation and externally, and to use networking skills to create opportunities to enhance UEL’s reputation and brand (I)
* Flexible and understands higher education’s internal and external communications needs (I)
* Commitment to and understanding of widening participation in higher education as well as equality and diversity issues within a diverse and multicultural environment (I)
* Ability to remain calm under pressure, operate in a crisis and deliver to very tight deadlines (I)
* Willingness to work some long days, evenings and weekends (with agreed time off in lieu) (I)

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

* Degree or equivalent experience (A/C)

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!

**Criteria tested by Key:**

A = Application form,

C= Certification

I = Interview,

T = Test