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| **Job Title** | Social Media Assistant |
| **Service** | External Communications Directorate  |
| **Grade**  | C |
| **Location**  | Docklands  |
| **Reporting to** | Social Media Content Manager |
| **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 Communications 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**

The Social Media Assistant will assist the Social Media Content Manager in developing, implementing and managing high-quality social media content which attracts external and internal audiences to UEL platforms and enhances the brand and reputation of the University. The Social Media Assistant will create content, monitor and manage online conversations and interact with followers to enhance brand awareness and drive engagement.

The Social Media Assistant will creatively drive forward with the ‘eco system’ of social media engagement we use with our six Schools and explore opportunities to grow engagement, maximise audience potential, engage influencers and encourage user generated content.

The post holder will work closely with social media colleagues to promote social media best practice across the University and may be asked to deliver best practice documents and training.

We’re looking for someone who understands and uses social media across multiple platforms, is willing to stay ahead of the curve and come up with creative ideas related to trends. Your opinion will be valued, and we work collectively as a team to keep innovating and creating content that appeals to our audience instead of delivering what we’re sent

**KEY DUTIES AND RESPONSIBILITIES**

**The following duties and responsibilities are intended to give a broad indication of the variety of tasks that a Social Media Assistant in the University may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and employees may be asked to carry out other duties commensurate with the grade of the post. The job description may also be amended to take account of changed circumstances, and employees will be consulted when this is necessary**

* Assist the Social Media Content Manager in developing impactful social media content which enhances the University’s brand and drives traffic to social media platforms and website.
* Assist the Social Media Content Manager in maintaining a content calendar and schedule posts in advance to ensure consistent and timely delivery of content.
* Monitor social media channels for mentions, comments, and messages, and mange and record inquiries and comments in an efficient, professional and timely manner.
* Explore new social media channels and opportunities with an eye to growing target audiences.
* Assist the Social Media Content Manager in using analytics to assess the effectiveness of social media output.
* Assist the Social Media Content Manager in training for staff which extends best practice around the University.
* Help Schools, Services, Institutes and Centres devise (or revise) social media plans which link to broader plans run by PR & Communications Managers. In partnership with Schools, manage and grow the School social media accounts.
* Grow opportunities for user generated content across the University’s channels.
* Any other duties appropriate to the role, as required.

**PERSON SPECIFICATION**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* Experience of, or willingness to learn, social media management platforms such as Sprout Social, Orlo, Falcon and Hootsuite.
* Understanding of, and experience using, all major social media platforms, including X, Instagram, Facebook, LinkedIn and TikTok.
* Experience creating, editing and uploading digital content.
* Understanding of social media metrics and analytics tools.
* Demonstrated ability to adapt to changing trends and technologies in the social media landscape.
* Familiarity with SEO principles and techniques is desirable
* Excellent written and verbal communication skills, with the ability to create compelling content tailored to different platforms and audiences.
* Creative thinker with a passion for storytelling and visual content creation.
* Detail-oriented and highly organized, with the ability to manage multiple projects and deadlines simultaneously.
* Ability to work independently and collaboratively in a fast-paced environment.
* An eye for strong images and compelling video, photography and video editing skills.
* Ability to remain calm under pressure, operate in a crisis and deliver to very tight deadlines.
* Ability to work occasional evenings and weekends, with appropriate time off in lieu.

**COMPETENCIES REQUIRED**

* A highly structured approach to working, but is very collaborative, approachable and above all thinks about future opportunities.
* Driven to learn, acquire new skills and self-improvement/entrepreneurial
* Commitment to and understanding of widening participation in higher education as well as equality and diversity issues within a diverse and multicultural environment**.**

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

* Degree or equivalent qualification, or relevant experience (C/A)

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!