

**JOB DESCRIPTION**

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| **Job Title** | Social Media Assistant |
| **Service** | External Relations Directorate |
| **Grade** | C |
| **Location** | Docklands |
| **Reporting to** | Social Media Content Manager |
| **Key working relationships: Internal** | UEL staff in Schools and Services |
| **Contract type/ Hours** | Permanent, Full time (35 hours) |

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

**#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and future-focused careers-first vision is making a positive and significant impact to the communities we serve, inspiring our students, our staff, our alumni and our partners to reach their full potential.

Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we are implementing [Vision 2028](https://www.uel.ac.uk/about/vision-2028) our ambitious 10-year strategy to reshape the face of education through collaborative initiatives alongside industry partners.

Our mission remains to foster inclusive pathways to career readiness for students of all backgrounds whilst driving positive change and measurable impact through our research, global partnerships, and innovative educational models.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. As the only University in London to have achieved Silver Awards in Athena Swan Gender Equality and in the Race Equality Charter, we continue our journey to address and reduce barriers to opportunity.

**BRIEF OVERVIEW OF EXTERNAL RELATIONS DIRECTORATE (ERD).**

The Social Media Assistant role sits in the External Communications team, which is part of the External Relations Directorate (ERD). The directorate is made up of several teams including Admissions, Strategic Communications, Engagement, Marketing, Recruitment and Conversion, Outreach and Access, 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.

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**JOB PURPOSE**

The Social Media Assistant will support the Social Media Content Manager and Social Media Officer in a range of tasks including content creation and social media campaigns and projects that require creative outputs. Proactive liaison with staff members across the directorate of External Relations will be required to succeed in the role.

The post holder will assist in the day-to-day execution of our social media plans across all platforms. This will include but is not limited to community management, analysis and reporting, overseeing our School social media channels, actioning content requests and content creation that includes video, photography and design. The role requires someone who has both a creative and analytical brain and can use their initiative to think outside the box to come up with solutions and new ideas.

We’re looking for someone who understands and uses social media and is aware of how platforms operate differently from each other, 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 proactively creating content that appeals to our audience.

**KEY DUTIES AND RESPONSIBILITIES**

* Manage the University’s content schedule through both inbound requests and the post holder’s own content creation. Content creation includes graphic design, photography, videos, reels etc.
* Schedule posts across multiple platforms using our content management system.
* Assist the Social Media Content Manager with the University’s main and smaller, School-focused channels, creating content that is appropriate for the audience, format, placement and channel. This includes Instagram, X, TikTok, Twitter, Facebook, YouTube, and LinkedIn, create content that is appropriate for the audience, format, placement and channel.
* Contribute creative ideas that make content more engaging across social media, focusing on social media insights, monitoring external trends and approaches and sharing insight with the broader team to infuse innovation and creativity and come up with new ideas.
* Assist the Social Media Content Manager with on-the-day social media coverage of key university events including graduation, open days, etc. Coverage will include photography and videography.
* Assist in overseeing the University’s social media community management.
* Moderate user-generated content across the key UEL social media platforms as well as carry out daily community management.
* Write captions, descriptions, videos and more.
* Liaise with other stakeholders in the organisation to generate content ideas and campaigns.
* Report on campaign and posting performance using analytical tools.
* Carry out regular competitor analysis to come up with new ideas.
* Upload images and videos to content management systems and platforms when required.
* Occasionally work evenings and weekends with time back in lieu.
* Any other duties appropriate to the role, as required.

The duties and responsibilities outlined above provide a general overview of the range of tasks that a Social **Media Assistant** at the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

The table below outlines the essential and desirable criteria required to perform the role effectively. Candidates will be shortlisted based on how closely they meet these criteria.

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| **Education and Qualifications** | **Essential** | **Desirable** |
| * Degree or equivalent Experience |  |  |
| **Experience and Knowledge** |  |  |
| * Experience using social media for both personal and professional purposes |  |  |
| * Experience using software for digital editing and filming |  |  |
| * Basic knowledge of photography, video production, and design |  |  |
| **Skills/Abilities** |  |  |
| * Strong writing skills and excellent grammar, with a keen eye for detail |  |  |
| * A good communicator who can liaise with colleagues across the department and broader institution, suggest ideas and deliver a first-class product. |  |  |
| * 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 |  |  |
| * Ability to remain calm under pressure, operate in a crisis and deliver to very tight deadlines |  |  |
| * Good organisational and planning skills with the ability to prioritise and meet tight and demanding deadlines |  |  |
| * Very good attention to detail and ability to find identify and correct errors |  |  |
| * 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. |  |  |
| **Other Competencies** |  |  |
| * Flexible and able to understand higher education’s internal and external communications needs. |  |  |
| * A self-starter who uses his or her imagination, creativity and initiative to develop engaging content (primarily video) that meets the brief from the client or senior colleague |  |  |
| * Willingness to work some long days, evenings and weekends (with agreed time off in lieu) |  |  |
| * Good project management skills, including planning, scheduling, and resource coordination. |  |  |

**Further Information:**

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.

**Last updated**: 28 July 2025