

**JOB DESCRIPTION**

|  |  |
| --- | --- |
| **Job Title** | Social Media Officer |
| **Service** | External Relations Directorate (ERD) |
| **Grade** | D |
| **Location** | Docklands |
| **Reporting to** | Social Media Content Manage |
| **Key working relationships** | Schools, Colleges and other 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**

The Social Media Officer 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

**JOB PURPOSE**

This is not your typical social media role.

We’re looking for a creative and driven Social Media Officer who eats, sleeps and breathes social. Someone who knows how to spot a trend before it trends, can turn everyday moments into thumb stopping content, and thrives on telling real stories that connect with real people.

You’ll report to the Social Media Content Manager and work closely with the Social Media Assistant, forming a core part of UEL’s growing, ambitious social team. Together, you’ll lead the charge on content creation bringing a fresh perspective and new energy to our channels.

You’ll manage a busy content calendar, develop impactful creative, explore new formats, and take the lead on growing engagement organically by using insights, trends, storytelling, and platform knowledge. You’ll bring UEL’s voice to life, delivering emotional, high impact content from student success stories and big events to behind-the-scenes moments. Whilst highlighting the exciting area of East London that students get to explore.

We want someone with a strong visual eye, exceptional video and editing skills, and a confident approach to ideation and execution. Someone who’s comfortable collaborating across departments, excited about event coverage, and not afraid to take risks creatively. This is your chance to make your mark and help others fall in love with what UEL has to offer.

The ideal candidate will have experience in a large, multifaceted organisation and understand higher education communications.

**KEY DUTIES AND RESPONSIBILITIES**

* Develop bold, engaging and impactful social media content that drives brand awareness and the university’s reputation, builds community and grows our audience.
* Take ownership of the social media content calendar, planning, scheduling and publishing consistent and compelling content across all platforms.
* Lead on video creation, editing and photography producing high quality visual content tailored for each platform.
* Stay on top of platform trends, emerging tools, and algorithm changes using this insight to boost organic reach and innovation.
* Use analytics to assess performance, inform strategy and continuously improve content output.
* Collaborate with colleagues across UEL’s Schools, Institutes and Services to enhance and align their social presence, with a focus on creative storytelling and strategic delivery.
* Train and support staff in social media best practices, championing consistency, accessibility and innovation.
* Encourage and amplify user generated content from students, staff, and partners to create an authentic digital community.
* Provide event coverage, capturing live moments and real time storytelling with energy and flair including UEL’s London Fashion Week show.
* Support social listening, content flagging and escalation as part of UEL’s crisis and reputational response strategy.
* Undertake 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 Officer** 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.

|  |  |  |
| --- | --- | --- |
| **Education and Qualifications** | **Essential** | **Desirable** |
| Degree in relevant field or equivalent professional experience in, marketing, communications or design |  |  |
| **Experience and Knowledge** |  |  |
| Experience working in a large, multifaceted organisation. |  |  |
| Proven experience creating and managing high impact content across platforms including Instagram, TikTok, X, LinkedIn Youtube and Facebook. |  |  |
| Strong understanding of platform analytics, insights and trends to inform content development |  |  |
| Experience using social media management tools (e.g., Sprout Social, Orlo, Hootsuite, Falcon). |  |  |
| Demonstrated ability to train and support others in social media best practice |  |  |
| Confident working across digital content formats, particularly video and photography. |  |  |
| Familiarity with organic and SEO principles and social first storytelling techniques |  |  |
| Experience using Canva, Adobe Creative Suite or mobile editing apps. |  |  |
| Understanding of the Higher Education landscape or communications in complex organisations |  |  |
| **Skills/Abilities** |  |  |
| Excellent written and verbal communication skills, with the ability to create compelling content tailored to different platforms and audiences |  |  |
| Confident visual creator with strong video, editing, and photography abilities. |  |  |
| Strategic and data informed, but agile and creative in approach |  |  |
| Ability to manage multiple projects simultaneously, work to deadlines and stay calm under pressure and deliver to very tight deadlines |  |  |
| A collaborative team player with strong interpersonal and relationship building skills who also can work independently |  |  |
| Ability to identify and tell impactful, authentic stories. |  |  |
| Strong organisational and planning skills, |  |  |
| **Other Competencies** |  |  |
| Flexible and professional approach to work. |  |  |
| open-minded and adaptable in a changing environment |  |  |
| Proactive, creative, and full of ideas with the drive to make them happen |  |  |
| Passionate about digital storytelling, social media, and audience engagement. |  |  |
| Willingness to work across different campuses, Docklands and Stratford. |  |  |
| Willingness to work some evenings and weekends (with time in lieu) |  |  |
| Strong belief in the power of education and a commitment to UEL’s values of equality, access and opportunity |  |  |

**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