



University of
East London

Pioneering Futures since 1898



Your job title:

Head of Social Media



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We're delighted that you're considering joining us on our journey to deliver *Vision 2028*.

Think all employers are the same? Think Again.

At the University of East London, we're not just another employer. We're a careers-first, values-driven institution with a bold mission to tackle inequality and prepare for the future. Together, we're building a truly inclusive and future-ready university, one that empowers our students and communities to make a lasting impact.

With a proud 125-year heritage, we've always looked forward, not back. Through Vision 2028, our 10-year strategic plan, we're investing in cutting-edge learning spaces, digital innovation, and exceptional people like you.





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We are UEL

Our *institution*

The University of East London is a careers-first university. We prepare our students for the jobs of the future and have been doing this proudly for 125 years.

40,000 students represent over 160 different nationalities from across the globe.

1,800+ colleagues who help us realise Vision 2028, our strategic plan.

5 schools changing the face of education to match the ongoing fundamental shift in working cultures.

Our *difference*

1st in London for Student Experience (National Student Survey 2024).

3rd in London for Teaching Satisfaction (Guardian University Guide 2025).

1st in the UK for addressing inequalities and 2nd in the world (the Times Higher Education Global Impact Ranking, 2020).

92% of our research is recognised as world-leading, internationally excellent, or internationally recognised (REF 2021).

Our *transformation*

We're in the midst of an ambitious transformation under our Vision 2028 strategy, evolving from a traditional university into a careers-first, innovation-driven institution. As England's fastest-rising university for career success, we've embedded employability and enterprise at the heart of learning and now rank second in the UK for student entrepreneurship. Our research and enterprise activity now contributes more than £1 billion annually to the UK economy, with graduate-led business survival rates soaring by over 1000% in recent years.

We're redefining how students and staff experience university life by actively evolving, combining social inclusion, innovation, and real-world impact. The role you're applying for will play a key part in shaping the next chapter of that journey.



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Working at the University of East London

At the University of East London, we foster a professional, positive, and inclusive work environment built on shared values of Passion, Inclusion, and Courage. Our culture is collaborative and innovative, empowering staff to think differently, make an impact, and contribute to our ambitious Vision 2028 strategy. We are proud to be one of the most diverse universities in the UK, with a strong commitment to staff wellbeing, flexible working, and creating spaces that encourage creativity and growth.

We offer a comprehensive and competitive benefits package through our unique Total Reward Deal, which goes beyond salary to include progressive policies on annual leave, health and wellbeing, career development, and flexible working. Our goal is to ensure every colleague feels valued, supported, and equipped to succeed.

By joining UEL, you'll be part of a dynamic community that shares success, invests in people, and strives to make a real difference in the lives of our students and the communities we serve.

Our *Values*

Passion

We bring energy, pride, and purpose to everything we do. We care deeply about our work, the people we serve, and the impact we make – and we always strive to be better.

Inclusion

We create an environment where everyone belongs, feels respected, and can contribute fully. Our differences make us better, and fairness guides how we treat one another.

Courage

We act with integrity and confidence, even when it's difficult. We challenge ourselves to improve, embrace change, and do what's right to build a better future.



Job Description

Head of Social Media

School/Service:	External Relations Directorate
Grade:	Grade H
Location:	Docklands, Stratford, USS
Reporting to:	Director of Strategic Communications and PR
Line management for:	Social Media Manager, Social Media Officer
Key internal relationships	Colleagues across the Academic schools External Relations Directorate student ambassadors
Key external relationships	External partners
Contract type and hours	Permanent- Full time, (35 hours)

JOB PURPOSE

The Head of Social Media is the chief storyteller for the University of East London's digital channels. You will move beyond functional posting to lead a high-impact strategy that brings the Vision 2028 mission to life through the lived experiences of our diverse community. You will be responsible for creating content pillars and campaigns that demonstrate the tangible impact UEL has on its students, alumni, and local and global communities. Working closely with the Marketing team, you will ensure social media isn't just a broadcast channel, but a driver of engagement, brand affinity, and recruitment.

KEY DUTIES AND RESPONSIBILITIES

- **Impact Storytelling:** Develop and oversee a social media content strategy, sourcing and producing stories from students, staff, and alumni that demonstrate social mobility, innovation, and community impact.
- **Content Pillars & Series:** Create a structured content framework based on recurring series that build audience engagement particularly across TikTok, Instagram, and YouTube.
- **Platform Leadership:** Act as the strategic lead for video-first platforms. You will stay ahead of evolving trends, algorithms, and creator culture to ensure UEL's content remains relevant, authentic, and high-performing.
- **Integrated Marketing Collaboration:** Partner with Marketing to ensure social strategies support the wider student recruitment funnel, from top-of-mind brand awareness to conversion-focused paid social campaigns.
- **Team Leadership:** Lead and inspire a team of one Manager and one Officer, shifting their focus toward proactive content creation, community engagement, and trend-reactivity. Ensure content quality and accuracy of message through setting in place appropriate approval processes and content calendars.
- **Community & Influence:** Continue to develop UEL's Influencer programme, empowering student creators and staff advocates to share authentic, peer-to peer content that resonates more deeply than corporate messaging.
- **Collaborations:** Lead a collaboration strategy with UEL's network of external partners to leverage third party advocacy.
- **Strategic Governance:** Set the tone and digital personality of the University, ensuring a consistent brand voice while allowing for platform-specific tone.

- Performance Insight: Report on meaningful impact, using social listening and analytics to show how digital storytelling influences brand sentiment and recruitment goals.
- Deputise for the Director of Strategic Communications and PR as required

The duties and responsibilities outlined provide a general overview of the range of tasks that this role may be required to perform; however, it isn’t exhaustive. You may occasionally be asked to take on other duties in line with your grade as we continue to grow and evolve.

We’re proud of our diverse and inclusive community, and we ask all colleagues to uphold all UEL policies and regulations. Employees should actively demonstrate our values and contribute to UEL’s positive, forward-looking culture.

PERSONAL SPECIFICATION

The University's Core [Values](#) are **Passion, Inclusion, and Courage**, and they are at the root of everything we do, and everyone in our community is expected to demonstrate them.

At the University of East London, our [values](#) of Passion, Inclusion, and Courage guide our actions, from strategic decisions to day-to-day interactions with students and each other. Our values are rooted in our history, heritage, and character, and they help to ensure the University is a rewarding, welcoming, and inspiring place to work.

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.

Category	Essential Criteria	Desirable Criteria
Education & Qualifications	• A minimum BA Hons. and/or equivalent professional experience in public relations or communications	• Qualification in Digital Marketing
Experience & Knowledge	• Creative Storytelling: A proven track record of finding stories and crafting them into high-	• Experience working in the Higher Education sector

performing digital content that drives emotional connection.

- **Trend Savvy:** A deep, "native" understanding of social media channels, with the ability to distinguish between passing fads and strategic shifts in digital behaviour.

- **Campaign Experience:**
Demonstrated success in planning multi-channel digital campaigns that use episodic content to build a narrative over time.

- **Leadership & Coaching:**
Experience managing and inspiring a small creative team, with a focus on output quality and personal development.

- **Collaborative Mindset:**
Experience working alongside Marketing and PR teams to ensure social media is woven into the broader institutional strategy. As part of this, a solid understanding and experience of paid social media.

- **Data Insights:** Experience in planning and delivering insight-driven, audience-led social media activity that directly supports an organisation's goals and objectives. As part of this, experience in working with social media agencies in analysing reports and statistics and using that insight to inform strategy.

- Substantial experience (minimum 5 years) working in the public relations or communications sectors, ideally in Higher Education.

Skills & Abilities

- Crisis & Community Management: Ability to manage complex community discussions and lead social-first crisis responses with speed and discretion.
- Digital Visionary: The ability to see the "big picture" of the University's mission and translate it into a three-second hook for a mobile-first audience.
- Production Literacy and Accuracy: A strong eye for detail, accuracy, visual aesthetics, including mobile cinematography, editing trends, and accessible design.
- Data Translation: Ability to pull insights from platforms like Orlo or Pulsar and explain value and impact to senior leaders.
- Commitment to Inclusion: An authentic passion for celebrating the diversity of East London and ensuring all content reflects UEL's inclusive values.
- Ability to work occasional evenings and weekends

	• Demonstrated interpersonal skills in working with a variety of people • Ability to present to colleagues and stakeholders in an engaging manner	
Other Competencies	• Commitment to and understanding of widening participation in Higher Education as well as equality and diversity issues within a diverse and multicultural environment	• Driven to learn, acquire new skills and expand professional knowledge

FURTHER INFORMATION

UEL is an inclusive equal opportunities employer and is 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.

DISCLOSURE AND BARRING SERVICE (DBS)

Some roles at UEL may require a Disclosure and Barring Service (DBS) check under the Rehabilitation of Offenders Act (Exceptions Order) 1975. Where this applies, candidates will be informed during the recruitment process.

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Join us on our *journey*

