



University of
East London

Pioneering Futures since 1898



Your job title:

Social Media Content Manager



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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.



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Join us on our *journey*





Job Description

Social Media Content Manager

Service: External Relations Directorate

Grade: F

Location: Docklands

Reporting to: Head of Social Media

Line management for: Social Media Officer, Student Social Media Ambassadors

Key internal relationships UEL Staff

Key external relationships Colleges, Schools, External Partners

Contract type and hours Permanent, Full time (35 hours per week)

BRIEF OVERVIEW OF EXTERNAL RELATIONS DIRECTORATE

We have built an integrated multi-award-winning External Relations Directorate that has brought together several teams including Brand & Marketing, Communications & Public Relations, Corporate Engagement & Advancement, Student Recruitment & Conversion (home and international), Admissions, Outreach & Access, and Design and Digital.

We are looking for leaders who will be part of embedding an innovative practice and a digital first mindset within our External Relations Directorate. We seek individuals who not only enjoy working in an agile environment but also demonstrate a willingness to embrace new technology and transformational change. Together, we aim to cultivate a culture of 'continuous next', staying updated with emerging technologies and best practice across the sector.

JOB PURPOSE

As our Social Media Content Manager, you will serve as the lead content creator and creative engine for the University of East London's digital channels. Working directly with the Head of Social Media, you will translate overarching strategy and content pillars into compelling, high-performing daily content; with a primary focus on video production, mobile cinematography, visual storytelling, and copywriting.

You will lead the hands-on creation and production of social content that drives audience engagement and enhances UEL's reputation. You will manage a small team and a network of student creators, managing the end-to-end content pipeline from story-sourcing, scripting, and filming through to editing, gatekeeping, and publishing.

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

You will execute content campaigns in close alignment with the Head of Social Media, ensuring all output meets high creative standards, reflects UEL's brand voice, and actively engages our target audiences across key platforms like TikTok, Instagram, and YouTube.

The ideal candidate is a hands-on creative powerhouse and natural storyteller who thrives in video production, editing, and daily social publishing, with proven experience managing creative teams and workflows within a complex organisation.

KEY DUTIES AND RESPONSIBILITIES

- Lead the end-to-end creation, production, and editing of all native social content (short-form video, Reels, TikToks, photography, graphics, and engaging copy) across UEL's main channels.
- Create content that is on-brand, purpose-driven, diverse and effectively reaches and engages our target audiences.
- Act as lead producer on campus, personally filming, scripting, and editing high-impact video content while coordinating in-house video producers, Social Media Officer, and student creator pools. Be the gatekeeper for all published content—ensure all output maintains high aesthetic standards, is proofread, accurate, brand-aligned, and approved prior to posting. Execute content plans that deliver against the strategic content pillars set by the Head of Social Media, supporting student recruitment, brand awareness, and campaign milestones. Stay up to date on social media trends, Category trends, TikTok audio/editing formats, and creator culture; surface rapid content opportunities and lead trend-reactive creation that reinforces our brand positioning. Manage and mentor student social media

ambassadors and content creators, providing coaching in mobile video production, storytelling, and digital content best practices. Manage 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 report and assess the effectiveness of social media output; make recommendations based on these outputs.
- Work with Communications and Marketing colleagues to turn research, news, and institutional milestones into engaging visual social stories. Support Schools and Academic Services with hands-on content creation guidance, template assets, and creative support to maintain quality standards across the social media ecosystem. 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.

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.

PERSON 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	Degree in relevant field or equivalent professional experience	
Experience & Knowledge	- Social media experience for a large, multi-faceted organisation. - Demonstrated leadership building out a social content strategy across multiple platforms and successfully implementing it. - Experience of promoting brand values and stories. A strong track record of brand storytelling and adapting tone of voice across different digital channels. - Experience engaging with audiences and building community and trust across multiple social platforms. - Experience managing social media teams. - Demonstrated success in establishing partnerships with social media influencers.	

	• Experience of successfully collaborating with and influencing cross-functional partners to bring memorable moments to life and generating excitement around them. • Strong project management skills – you can balance a variety of competing priorities. • Experience of using social media management platforms such as Sport Social and Hootsuite. • Experience of training individuals in non-social media roles in social media best practice.	
Skills & Abilities	• Excellent written and verbal communication skills - you bring clarity to your content. • 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. • Excellent organisational and planning skills with the ability to prioritise and meet often tight and demanding deadlines. • Ability to navigate ambiguity and creatively problem solve. • Analytical thinking with the ability to derive data-driven insights. • Detail and process oriented. • 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.	

	• Flexible and understands higher education's internal and external communications needs. • Commitment to and understanding of widening participation in higher education as well as equality and diversity issues within a diverse and multicultural environment. • Ability to remain calm under pressure, operate in a crisis and deliver to very tight deadlines. • Willingness to work some long days, evenings and weekends (with agreed time off in lieu).	
Other Competencies	• Advanced visual and video editing literacy—proficiency with mobile editing tools (CapCut, Premiere Pro/Final Cut) and mobile cinematography techniques. • Exceptional copywriting and short-form writing skills, with the ability to turn complex academic topics or institutional news into compelling social hooks	

FURTHER INFORMATION

UEL is an inclusive equal opportunities employer and is proud of our Equality, Diversity and Inclusivity achievements. 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.

Last Update: 08/10/2026