****

**JOB DESCRIPTION**

# HUMAN RESOURCES DEPARTMENT

## POST: Social Media & Content Executive

## REPORTING TO: Digital Marketing Manager

**GRADE:** Scale SO1, SP26-29

RESPONSIBLE FOR: Not applicable

LOCATION: Paddington Green Campus and other sites as applicable

PURPOSE OF JOB:

* Support the delivery of United Colleges Group’s student recruitment strategy by managing the group’s multiple social media channels, growing the following and increasing engagement.
* Lead on content creation across United Colleges Group’s online channels, including but not limited to video content, audio content, blog content and photography.

MAIN DUTIES AND RESPONSIBILITIES:

1. Provide day-to-day community management for United Colleges Group’s, City of Westminster College and College of North West London’s existing multiple social media accounts (including X, Instagram, LinkedIn, Facebook and YouTube), increasing engagement and impact.
2. Identify and take advantage of opportunities, with responsibility, for UCG to develop a presence on additional social media channels such as TikTok and/or Snapchat.
3. Work with the Digital Marketing Manager and Head of Marketing & Communications on the development and roll-out of a content strategy.
4. Lead on the implementation and management of the social media and content schedule, working alongside the Marketing Executives, Digital Marketing Manager and Head of Marketing & Communications to plan and execute engaging content across the channels inline with student recruitment campaigns, and wider college campaigns and objectives.
5. Work with current students and staff to generate creative, student-first focused content for learners and their influencers, increasing awareness of the colleges and driving student recruitment.
6. Support the marketing team in leading on creative social media coverage at college events, such as recruitment fairs, open events and enrolment.
7. Alongside the Digital Marketing Manager and Head of Marketing & Communications, work with external suppliers such as freelance film-makers to commission new content for college channels.
8. Ensure effective allocation of the annual content budget, working with the Digital Marketing Manager on budget decision-making.
9. Work closely with the marketing team’s Graphic Designer/freelance designers, Marketing Executives and/or external agencies to create assets for marketing campaigns in accordance with UCG brand guidelines.
10. Work with the college’s paid media agency, Digital Marketing Manager, Marketing Executives and Head of Marketing & Communications to create content for specifically for advertising campaigns across social media channels.
11. Craft compelling written content, such as website news stories from across the college community.
12. Monitor and evaluate the performance of digital content and posts across social media channels, providing regular reporting to the marketing team and wider college community, advising on changes to approaches, recommended improvements, new technologies and/or trends.
13. Support the Head of Marketing & Communications and Communications Manager on reputational issues and crisis comms, ensuring sensitive and timely messages are delivered as needed across social media channels.
14. Develop professional contacts and networks with other social media professionals within the sector to share and ensure best practice.
15. Liaise with colleagues across the college to ensure all content captured follows data protection processes.
16. Monitor and develop reports on competitor activity within social media spaces, stay up-to-date with social trends and changes to all relevant social media applications.
17. Some college events take place in the evening and weekend (such as awards ceremonies and open evenings). The post-holder may be required to attend such events outside normal College working hours for which time off in lieu will be granted.
18. To undertake any other duties reasonably falling within the purview of the post.

# D EXPECTATIONS OF THE POST HOLDER

* Ensure effective quality control and continuous improvement in all aspects of the work and responsibilities attached to this post, in keeping with the college's quality assurance procedures and systems.
* Be committed to professional self-development through participation in training as necessary to be successful in the job.
* Conform to College Health and Safety policies and undertake relevant training as required by the college.
* Work flexibly according to work demands.
* Undertake other duties commensurate with the grade of the post, as may be required.
* Ensure that the College policy for equality and diversity is adhered to and promoted in all aspects of the post holder’s work.

NB. This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive list of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

# E. PERSON SPECIFICATION

**1. Experience**

1. Experience of managing multiple social media accounts, growing online communities and/or content creation (ideally in the education sector or within youth marketing).
2. Excellent writing, copy-editing and proofreading skills and experience in writing to a style guide, as well as strong verbal communication skills.
3. Experience of analysing social media metrics and using them to inform content decisions.
4. Experience of supporting on reputational issues/crisis comms involving social media.
5. Experience with briefing and managing external suppliers on content creation.

**2. Knowledge and Understanding**

1. Knowledge of social media management tools like Later, Sprout, Hootsuite, etc.
2. A practical understanding of accessible social media content and how to create it.
3. Digital marketing skills, such as using email marketing and website CMS platforms (training can be given).
4. Interest in and knowledge of design, with design and video editing skills on software such as Canva and/or Adobe Creative Cloud (training can be given).
5. Understanding of safeguarding best practice.
6. Understanding of diversity, inclusion and equal opportunities and its application in student recruitment activities.

**3. Skills and Abilities**

1. Ability to work alongside and negotiate with multiple stakeholders such as young people, curriculum and support staff in a flexible, respectful way.
2. Excellent organisational skills and the ability to meet operational and strategic deadlines within changing organisational priorities.
3. Ability to communicate clearly and with confidence to a range of audiences orally and in writing.
4. The ability to work under pressure and prioritise own work.
5. Resilience, knowledge of one’s own limitations and ability to seek advice.
* **An Enhanced Disclosure will be requested of the successful candidate.**
* **Disabled candidates meeting the essential criteria are guaranteed an interview.**
* **IMPORTANT NOTE TO APPLICANTS: You should ensure that your Supporting Statement (Section 7 of the application form) addresses each of the points contained in the person specification in turn.**