

Social Media and Community Engagement Officer - External Relations - Grade F

Job Description

Purpose

To act as a key contact for internal relationship management. Build advocacy and nurture an engaged internal community of social media professionals and champions across the University, providing advice, training and best practice guidance to our wide range of internal stakeholders on the use and role of social media as a communication tool.

Grow our external social media communities through rich media content, engagement, and key messaging to support recruitment, conversion and retention as well as support our social media activities through the ongoing training and development of our UCLan colleagues through the delivery of workshops, presentations and training.

Duties

1. Devise, develop and create a range of social media toolkits and 'how to' guides to support our internal Social Media Channel Managers, driving best practice and adherence to our content principles and brand guidelines.
2. Nurture our internal social media community through understanding, advocacy, collaboration and information sharing amongst UCLan colleagues. Advise, support and develop critical social media skills and knowledge transfer across the University.
3. Prepare and deliver regular workshops, roundtables, training sessions and undertake group presentations to our internal stakeholders on social media management and best practice.
4. Provide a point of contact for social media training for the University, providing advice, guidance and support to colleagues as required.
5. To be responsible for the day-to-day social media management of our student led UCLan community groups aimed at student recruitment, conversion and retention. To pro-actively manage, monitor and devise engagement plans to promote authentic peer led conversations.
6. To plan, develop and deploy alongside colleagues, a range of rich media content and key messaging to support our UCLan community groups - to inform, engage and inspire our prospective and current student groups.
7. To supervise as required, train and inspire the social media graduate interns, and to ensure high standards of delivery across the University regarding social media content.
8. Contribute towards the production of monthly metrics and qualitative reports on community engagement in order to measure our impact, and to use these as the basis for future planning and continuous improvement.
9. Be at the forefront of emerging trends and be pro-active in proposing new ideas to drive recruitment and enhance the student experience.
10. To work closely with the Social Media & Content Manager and other colleagues as appropriate, to ensure crisis communications and other arising issues which may have reputational impact, are dealt with effectively.

11. To ensure that the integrity of the University brand is upheld and to build affinity to the brand both externally and internally.
12. To contribute to all aspects of the Service's activities and to stand in temporarily for absent colleagues as required.
13. To undertake other duties as required commensurate with the job role, supporting the wider social media strategy, content development and paid media objectives of the team.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Substantial marketing experience, including communication planning with an emphasis on digital delivery and social media management (Application/Interview)
- Degree in relevant subject area or equivalent experiential learning (Application)
- Experience and knowledge of major social media platforms and content scheduling tools, processes and systems, for example Hootsuite. (Application/Interview)
- Ability to create impactful visual content but also the ability to write compelling written copy (Application/Interview)
- Track record in creating and managing content and workflows. (Application/Interview)
- Ability to project manage and organise resources to deliver against competing priorities and deadlines (Application/Interview)
- Understanding and appreciation of brand and reputation and how social media supports these functions (Application/Interview)
- Expert communicator with good interpersonal skills and the ability to build rapport quickly across the University using influence and persuasion to deliver our social media strategy through workshops, presentations and 1:1 discussion. (Application/Interview)
- Experience of working to deadlines in a fast paced and dynamic environment. (Application/Interview)
- Track record in creating and managing content and workflows. (Application/Interview)
- Customer focused with the ability to forge relationships with a wide range of stakeholders. (Application/Interview)
- Ability to be assertive, tactful and to exercise judgement and initiative. (Application/Interview)
- Flexibility and willingness to undertake occasional evening and weekend work to meet the needs of the business (Interview)
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview)

Knowledge, Skills, and Behaviours (Desirable)

- Experience of working within the Higher Education sector or similar. (Application/Interview)
- Experience of working across complex digital projects. (Application/Interview)
- Experience and knowledge of CMS processes and systems. (Application/Interview)
- Working knowledge of Adobe Creative Cloud and HTML (Application/Interview)
- Understanding of and awareness of key legislation affecting digital communications - GDPR, Accessibility etc. (Application/Interview)