

## **Job Description**

<b>Position:</b>	Social Media & Content Creator
<b>School/Service:</b>	Marketing, Recruitment & Admissions
<b>Reference:</b>	MRA-088/P
<b>Grade:</b>	Grade 5
<b>Status:</b>	Permanent
<b>Hours:</b>	36.25 hours
<b>Reporting to:</b>	Head of Digital Marketing

### **Main Function of the Position:**

To create and curate compelling, audience-focused content for social media and digital platforms that enhances the reputation of the University, engages prospective and current students, and supports recruitment and brand-building goals.

The role involves planning, producing, scheduling, and analysing digital content across the University's owned, earned and paid social media channels and supporting content creation for web and email campaigns.

### **Principal Duties and Responsibilities:**

1. Create engaging content (text, image, video, stories, reels, polls, ect.) for University's social medial channels including Instagram, TikTok, Facebook, X, LinkedIn and YouTube.
2. Plan anjd schedule social media content using social media management tools (e.g., Hootsuite, Sprout Social, Later).
3. Support marketing campaigns with relevant and timely social media content tailored to key stages of the student journey (e.g., Open days, Clearing, Welcome Week).
4. Collaborate with colleagues across Marketing, Digital and Academic departments to gather stories and assets for digital content.
5. Liaise with student ambassadors, staff and alumni to source and co-create authentic, user-generated content.
6. Contribute to the development of the content calendar, aligning social content with broader marketing plans and key events.
7. Monitor and respond to social media messages and comments, ensuring a positive and professional tone of voice.
8. Attend events on and off campus (e.g., Open days, graduations, student-led initiatives) to capture live content for social media and stories.
9. Ensure brand consistency across all content, maintaining high standards in messaging style and accessibility.

10. Assist with basic graphic design or video editing, including reels, subtitled videos and templates (using such tools as Canva, Adobe Express or Premiere Rush).
11. Edit and publish content to the University website or blog using CMS platforms (e.g., WordPress or Sitecore) if required.
12. Track content performance using analytics tools (e.g., Instagram Insights, Meta Business Suite, Google Analytics) and produce basic reports on reach, engagement and sentiment.
13. Keep up to date with trends in social media, youth engagement and content formats to ensure content remains fresh and relevant.
14. Contribute to team brainstorm and creative sessions for upcoming campaigns and content strands.
15. Assist with photography and filming, capturing original content for social or promotional use.
16. Support internal training and guidance, helping colleagues understand and use social media effectively.
17. Ensure all content is accessible, inclusive, and compliant with GDPR and safeguarding policies.
18. Represent the digital team in meetings or working groups, contributing a social and content perspective to wider initiatives.
19. Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements.
20. Ensure a safe working environment and abide by university health and safety policies and practices and to observe the University's Equal Opportunities policy and Dignity at Work policy at all times.
21. Awareness of environmental and sustainability issues and a commitment to the University's associated strategy with respect to the performance / delivery of key responsibilities of the role.

**Note:**

This is a description of the position requirements as it is presently constituted. It is the University's practice to periodically review job descriptions to ensure that they accurately reflect the position requirements to be performed and if necessary update to incorporate changes were appropriate. The review process will be conducted by the relevant manager in consultation with the post holder.

Please note that this appointment may be subject to Disclosure and Barring Clearance.

## Person Specification

<b>Position:</b> Social Media & Content Creator		<b>Reference:</b> MRA-088/P	
<b>School/Service:</b> Marketing, Recruitment & Admissions		<b>Priority</b>	
<b>Criteria</b>		<b>(1/2)</b>	<b>Method of Assessment</b>
<b>1 Qualifications</b>			
1 a)	Educated to A-Level or Equivalent.	Priority 1	Application Form
1 b)	Degree or Qualification in Marketing, Media, Communications or a related field.	Priority 2	Application Form
<b>2 Skills / Knowledge</b>			
2 a)	Strong understanding of major social media platforms (Instagram, TikTok, Facebook, X, LinkedIn)	Priority 1	Application Form / Interview
2 b)	Knowledge of how to create engaging written, visual and video content for young audiences.	Priority 1	Application Form / Interview
2 c)	Basic skills in photo and video editing tools (e.g., Canva, Adobe Express, CapCut or Similar)	Priority 1	Application Form / Interview
2 d)	Awareness of accessibility and inclusivity in digital content.	Priority 1	Application Form / Interview
2 e)	Understanding of how to schedule and manage content using social media tools	Priority 2	Application Form / Interview
2 f)	Familiarity with content performance metrics and tools like Google Analytics or Meta Insights	Priority 2	Application Form / Interview
<b>3 Experience</b>			
3 a)	Experience creating content for social media accounts in a personal, educational or professional capacity.	Priority 1	Application Form / Interview
3 b)	Experience working in a team environment and collaborating on creative projects.	Priority 1	Application Form / Interview
3 c)	Experience with photography, filming or editing short-form video for digital use.	Priority 2	Application Form / Interview
<b>4 Personal Qualities</b>			
4 a)	Creative and proactive with a passion for storytelling.	Priority 1	Interview
4 b)	Enthusiastic about engaging young people and prospective students.	Priority 1	Interview
4 c)	Attention to detail and pride in delivering high-quality content.	Priority 1	Interview
4 d)	Willingness to work flexibly, including some evenings or weekends for events.	Priority 1	Interview
4 e)	Committed to equality, diversity and inclusion.	Priority 1	Application Form / Interview
<b>5 Other</b>			
5 a)	Willing to undertake staff development, which may take place outside the University	Priority 1	Interview

5 b)	Awareness of the principles of the Data Protection Act, Health and Safety, Freedom of Information Act, Prevent and the Bribery Act	Priority 1	Interview
5 c)	Commitment to the University's policy on equal opportunities and diversity	Priority 1	Interview
5 d)	Available to work flexibly and travel as appropriate in order to meet the needs of the services	Priority 1	Interview

Note:

1. **Priority 1** indicates **essential** criterion – an applicant would be unsuccessful if unable to satisfy all Priority 1 criterion.
2. **Priority 2** indicates **desirable** criterion - applicants failing to satisfy a number of these are unlikely to be successful.
3. It is the responsibility of the employee to ensure any professional accreditation/membership remains current
4. Employees are expected to have access to suitable IT equipment and broadband internet access at home to work remotely if required