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| **Job Description & Person Specification** |
| **Post title:** Social Media Manager | **Post No:** **XXXXX** |
| **School or Department:** Recruitment, Marketing and Communications (RMC) | **Date created:** September 2024 |
| **Grade:** H | **Hours per week:** 37 |
| **Fixed term end date** (if applicable)**:** 12 months FTC (maternity cover) |
| **Other requirements of the role:** Out of hours support |
| **Immediate line manager:** Head of Content |
|  **Title & Grade of posts line managed by post holder:** Social Media Officer (G) x2 |

**Job purpose:**

Lead on the development, planning and management of the University’s central and international social media channels. Developing and implementing organic social media strategies to support the University’s core student recruitment, research and reputation objectives. Act as the University’s social media expert, advising and collaborating across departments and teams to provide recommendations, drive best practice and deliver social media excellence.

**Principal duties and responsibilities:**The role will encompass all the following, but the balance of duties and responsibilities will be determined in discussion with the post holder’s line manager:

1. In conjunction with the Head of Content, develop and implement the overarching social media strategy for NTU, aligning content and plans to the university’s brand pillars.
2. Develop organic social media plans with clear goals and KPIs which support brand and recruitment marketing strategies through existing and new social media channels and platforms (Meta, LinkedIn, TikTok, YouTube etc).
3. Support the Digital Marketing and Campaigns team to define, manage and optimise strategies for segmented paid social media in order to maximise ROI.
4. Ensure alignment of social media activity across the central and international social media channels to attract, engage and convert audiences from all regions around the world.
5. Monitor new/emerging trends, channels or tactical strategies to ensure NTU is able to take advantage of new opportunities.
6. Oversee the day-to-day activities of the team, leading the team to deliver timely social media content plans with clear goals which support NTU’s marketing and communications strategies through the appropriate channels and platforms.
7. Design and execute best in class content for NTU’s key social media accounts, monitoring best practice within and beyond the HE sector, leading the team to push boundaries and be at the at the forefront of social media excellence.
8. Oversee the curation and management of published content and campaigns on social channels (images, video and written), ensuring information is accessible and inclusive.
9. Develop and expand community and influencer outreach to ensure a pipeline of user generated content alongside managing and developing a team of student content creators.
10. Work closely with the Communications team to monitor NTU’s reputation on social media, following internal processes to raise and respond to potential risks quickly and effectively.
11. Provide regular training, updates and resources for colleagues responsible for family social media accounts. Ensure the latest news, achievements and key messages are shared with account holders on a rolling basis.
12. Lead cross team projects and work in partnership with the recruitment, marketing and web and digital teams to support the development of integrated digital channels and content across target audience groups.
13. Utilise the full range of analytical and insight tools to track, adapt, measure and report on performance, setting benchmarks across all activity and providing marketing teams with insight and analysis on which to drive continuous improvement.
14. Monitor NTU’s reputation on social media and undertake social listening surveys to measure the impact of activity and engagement with NTU’s key audiences.
15. Lead, coach and develop team members towards high performance across all outputs, identifying training and development opportunities as required.
16. Co-ordinate cross-department social content, effectively collaborating with internal stakeholders to source content which is aligned to the brand pillars.
17. Work across departmental boundaries, linking closely with the Communications team to manage our online reputation and the Schools Marketing team on their organic social media plans.
18. Provide knowledge, advice and support to the wider University as a social media campaigns expert, overseeing production of best practice guides and training sessions to upskill colleagues as necessary.
19. Represent the University as required at various internal and external events.

**N.B.**The post holder will be expected to participate in a flexible rota to provide out of hours cover for the team. The rota will necessitate you being ‘on call’ during evenings and weekends, approximately every four weeks. You would also be required to monitor for – and in some cases respond to – potential reputational issues and crises which may emerge on the central or international social media channels. An allowance of £1250 per annum is provided in recognition of this work. The allowance is subject to normal income deductions of tax, national insurance and pension contributions.

The post holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events and External Events.

The post holder will be required to support the delivery of Marketing campaigns and activity, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) telephone campaigns, recruitment activity and recruitment fairs.

The post holder may be required to undertake any other duties, which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

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| **Personal Attributes** |
| **Attributes**  | **Essential** | **Desirable**  |
| **Knowledge** | Developing and implementing a social media strategy, adapting the approach based on the latest insights and trends. Significant knowledge of planning and implementing social media campaigns and developing engaging organic content.Demonstrable knowledge of social media platform analytics.Experience of working with a brand and delivering content to emphasise brand values and principles.Understanding of data protection (GDPR).  | Knowledge and understanding of UK Higher Education environment.Understanding of ASA and CMA regulatory framework and compliance.  |
| **Skills** | Ability to consolidate and interrogate information across a variety of sources, evaluating data to make firm recommendations. Working with influencers and user generated content to execute multi-channel content generation.Demonstrable creative and innovative skills across social platforms. High proficiency with using and understanding social media metrics and analytics to drive performance.Ability to communicate and influence at different levels with internal and external customers.Ability to plan and deliver training sessions to large groups (students and colleagues)Ability to deliver, recommend and develop high performing social campaigns.Strong organisation and project management skills with great attention to detail.Able to work autonomously and proven ability to work under pressure, prioritise workload with a set of diverse and competing demands and meet deadlines.Able to work effectively as a team leader and team member as required, with a willingness to roll up sleeves and deliver hands-on help as part of a team. Ability to plan and work within budgets.Strong communication, presentation and interpersonal skills, showing confidence and accessibility in translating knowledge on social media, platforms and activities to non-technical stakeholders.Flexible mindset to adapt to quickly and responsively to a changeable external environment which demands quick response.Ability to respond to spontaneous requests from senior managers and re-prioritise workload.Strong project management skills and coordination of a number of stakeholders and simultaneous projects in sometimes complex relationships and to multiple deadlinesProficient in Microsoft 365 and cloud-based marketing solutions.  | Photography/video skills, in a social media context.Experience of using social listening toolsExperience of creating digital toolkits for stakeholders. |
| **Experience** | Proven experience as a Social Media expert, with significant experience of devising and delivering paid campaigns and organic social media content.Demonstrable experience in planning and the delivery of segmented paid for social media activity.Significant evidence of implementing and evaluating campaigns as measured against objectives, KPIs and providing ROI.Experience in aligning paid and organic social media.Experience of using social media management platforms for content publishing, community engagement, customer service, and crisis management.A strong, evidenced understanding of content marketing.Management or team leadership experience.  | Experience of using social media planning tools, Google analytics, Ad manager products.Experience of using social listening toolsGood understanding of content marketing.Prior experience of marketing, communications or student recruitment in HE. |
| **Qualifications** | Educated to degree level or have an equivalent professional qualification or can demonstrate relevant work experience. | Recognised qualification in digital, marketing, postgraduate or further professional qualification. |

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| **Competencies** |
| **Essential Competencies** | **Desirable Competencies** |
| **Team Working (Level 3)** Leads aspects of teamwork, seeking and implementing improvements to the team’s outputs/service and developing colleagues within the team. Challenges colleagues.**External Customer Focus and Insight (Level 4)**Anticipates needs of customers, seeking evidence of demand from market(s). Translates external demand to internal stakeholders.**Adaptability (Level 3)**Embraces and manages change. Seeks opportunities for change.  Uses established tools, techniques and methodologies to plan and implement change. **Internal Relationship Management (Level 4)**Seeks out and manages long term relationships with stakeholders. As a critical partner, contracting with stakeholders to develop strategic initiatives to deliver quality and values service.**Making Informed Decisions (Level 3)**Uses a wide range of complex data to take controlled risks to achieve greater gain. Uses trends and data to establish controls and performance indicators.**Organisation and Delivery (Level 3)** Takes account of organisational priorities to ensure that operational and strategic plans are being implemented and achieved.**Leading and Coaching** **(Level 3)**Is visible and publicly champions initiatives to provide direction. Takes responsibility for an area of work and for its outputs. Makes time to get to know people and motivate them. Regularly reviews performance of self and others.**Creativity and Innovation** **(Level 3)**Reviews, tests and implements new concepts, models and approaches to practice in support of service development and delivery. |  |

**[N.B** All competencies should be drawn from the NTU Competency Framework,which can be found here]

**Job Description and Person Specification created by:** Nicola Vassallo**,** Associate Director of Brand and Marketing