

JOB DESCRIPTION

NOTE This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job Holders should be consulted over any proposed changes to this job description before implementation.

JOB TITLE: Social Media Executive

REPORTS TO: Social Media Manager

DEPARTMENT: Marketing, Communications and Development (MCD)

GRADE: NG4

PURPOSE:

Create and publish organic and paid-for social media content for deployment across the University of Westminster's social media channels, developing the University's reputation, building brand awareness and underpinning student recruitment. Supporting the Social Media Manager, ensures social media content is created to complement other strategic, campaign and tactical activities to reach current and future prospects, supporters, stakeholders and donors.

PRINCIPAL ACCOUNTABILITIES

1. Create social media content specifically for a range of channels and websites to ensure high levels of measurable engagement with the University's target audiences, and determine which content is appropriate for which platform according to the audience, re-versioning where necessary and possible to ensure our assets deliver maximum value.
2. Be responsible for the development of engaging online content including film production, and status updates, blogs, videos and webinars. Work with colleagues in Marketing & Campaigns team to enhance the University of Westminster's online presence via social media and boosts support search engine optimisation.
3. With the Social Media Manager, utilise social media channels for paid-for and organic content, enhancing organic activity to ensure they are mutually reinforcing. Work with Marketing Campaigns Managers to capture and nurture recruitment leads generated through online and social campaigns.

4. Promote a positive reputation for Westminster by monitoring and responding to messages in an appropriate tone, and alert relevant staff of issues which need to be brought to their attention. Be the link for current and prospective students to co-ordinate queries about any services across the University generated by social media activity and signpost the appropriate support service.
5. Support strategic marketing activities, by working with the Social Media Manager to create bespoke social media content, which dovetails with the overarching social media strategy, promoting marketing campaigns and managing targeted online advertising via social media sites.
6. Keep ahead of social trends and introduce new platforms as appropriate, updating the MCD Function on their impact. Work with the Social Media Manager to inform the Social Media Strategy with the introduction of new trends and platforms.
7. Work closely with colleagues across the University to provide a quality assurance of social media content being developed. Be the expert in creating great content which achieves the colleague's objectives, including analytics and reporting.
8. Provide support to the University's crisis communications response, working with the Corporate Communications team, as well as being responsible for producing timely and precise social media activity during crisis events.
9. Provide support to producing the University's social media policy, reviewing and updating as required, as well as supporting the Digital team to ensure all activities are copyright GDPR and CMA compliant.
10. Be an ambassador for the Marketing, Communication and Development Department, always working constructively, positively and collaboratively with colleagues and stakeholders, and to undertake any other duties as appropriate and as required by the Social Media Manager from time to time.

CONTEXT:

Social media presence is essential to the University's marketing and communications strategy. Not only does it enable the University to engage with its key audiences, it also is a cost efficient and agile way of communicating and stimulating debate. The Social Media Executive will be sufficiently confident to manage content effectively working across the function to ensure MCD achieves a balance of content for recruitment, reputation and brand.

The post holder must be adept at navigating the tone of the University's voice effortlessly and appropriately and be confident with holding the responsibility of real-time communication across multiple issues, ensuring content has been approved before publishing

The University requires all post holders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

DIMENSIONS:

The role holder works across the entirety of the Marketing, Communication and Development function, and particularly closely with the Marketing and Campaigns team, and PR team. The post holder supports the Social Media Manager. The work has a substantial impact on the external perception of the University's brand and reputation.

KEY RELATIONSHIPS

- Social Media Manager
- PR team
- Marketing Campaigns Managers
- College Marketing Managers
- Head of Corporate Communications and Public Affairs
- Communications team
- Digital team
- Academic colleagues in Schools and Colleges
- Students
- Alumni

PERSON SPECIFICATION

	Essential Criteria	Desirable criteria
Qualifications	<ul style="list-style-type: none"> • A relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills. 	<ul style="list-style-type: none"> • Professional qualification or working towards a professional qualification in a related field.
Training and Experience	<ul style="list-style-type: none"> • Experience in managing social media and online brand activities (in-house agency). • Experience of working on digital campaigns (paid and organic) specifically through social • Experience of developing engaging online content for various social media channels • Proven in-depth knowledge and understanding of social media platforms (paid and organic opportunities) and their respective users (Facebook, Twitter, Google+, YouTube, Instagram, Snapchat, Pinterest etc.) and how each platform can be utilised in different scenarios, so content can be created accordingly • Demonstrate excellent writing, editing and proofreading skills. • Experience of reporting on campaign effectiveness and making recommendations for improvement • Excellent IT skills • Working knowledge of monitoring tools and digital analytics tools. 	<ul style="list-style-type: none"> • Demonstrable experience of campaign planning and execution • Demonstrable experience of using social PPC and driving ROI • Demonstrable experience of GA reporting linking to social campaign activity

	<ul style="list-style-type: none">• Experience of building a network of contacts for information gathering• Demonstrate the ability to work effectively as a part of a team.	
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Aptitude and abilities	<ul style="list-style-type: none"> • A good understanding of brand management • Ability to provide excellent customer service via social media • Understanding of the role of social media within a wider marketing communications context, particularly SEO • A good understanding of current digital trends and developments. • Comfortable working with basic statistical information e.g. collating and interpreting information from a range of sources. • Strong interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively. • Ability to write high quality engaging copy for different audiences • Ability to work under pressure to tight deadlines while applying quality standards to all tasks and ensuring that nothing is overlooked. • Ability to work flexibly, taking account of new information, unexpected situations or changed circumstances and modifying understanding of a problem or situation accordingly, taking advantage of opportunities and overcoming problems. • Well planned and organised 	<ul style="list-style-type: none"> • Visual communication and design skills
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Personal attributes	<ul style="list-style-type: none"> Fully committed to contributing to a stimulating learning and working environment, which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable. Committed to self-development. 	
Other	<ul style="list-style-type: none"> Willingness to work out of office hours for events 	