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 Manager

REPORTS TO:

Marketing Campaigns Manager (U/G)

DEPARTMENT:

Marketing, Communications & Development (MCD)

GRADE: NG5

PURPOSE:

The Social Media Manager will be the MCD 'go-to' person, to enable colleagues across the Department and the wider University, to plan and programme organic and paid-for social media activities, enabling the University of Westminster to maximise its social presence and reach across a wide range of channels. The post holder will ensure that social media is planned and timed across the student journey to coordinate with other strategic, campaign and tactical activities to reach current and future prospects, supporters, stakeholders and donors.

PRINCIPAL ACCOUNTABILITIES:

1. To support work to understand and interpret the University's marketing strategy and work with the Marketing Campaigns Manager (U/G) on the development of a social media plan which works across the full marketing mix. Plan in a strategic and agile way, allowing for the flex in managed, planned-for marketing communications and campaigns and reactive communications. This includes social media activities being appropriately toned for students (domestic & international; undergraduate and postgraduate); academics; sponsors and donors; and identified impact groups.]

2. To paint a positive and accurate picture of the University of Westminster brand through compelling and creative storytelling on various social media channels. Work with the Social Media Executive to have a visible and regular on-site presence

across all University campuses, in order to capture planned, proactive and reactive content including student activities, events and more.

3. Convey the University's positive impact and stories to key target audiences across relevant channels. Ensure social media activity is strategically planned for both home and international target audiences.

4. Using monitoring tools to strategically time and programme the landing of social media content in a way that amplifies campaigns and celebrates the University's good news stories such as student successes and research impact.

5. Using your specialist knowledge, work with the Marketing Campaigns Manager (U/G) to help shape KPIs for social media impact and conversion across multiple channels including: Twitter; Facebook; LinkedIn; Instagram; Tic-Toc; Snapchat; YouTube; Pinterest. Identify and plan opportunities to interface with Education Sites.

6. Monitor campaign performance and optimise social media activities by making inflight adjustments to placement and frequency where required. Link the performance of campaigns to the KPI's set out in the social media plan. Work with the Marketing and Campaigns Team to demonstrate the ROI from paid-for Social Media activities.

7. Play a key role in collating data and interpreting insights into end of campaign reporting. Identify opportunities for continuous improvement and feed this back to the relevant members of the MCD function

8. Whilst remaining within the overarching brand guidelines, create a testing environment, enabling the Social Media Executive to test out innovative ideas through social media channels.

9. 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 agreed objectives.

10. Work with the Corporate Communications team and the Social Media Executive to support the crisis communications process and be responsible for the planning of timely and precise social media activity during crisis events.

11. Provide knowledge to and support the evolution of the University's social media policy, playing a part in reviewing and suggesting updates as required, as well as ensuring all activities published by self are copyright GDPR, Accessibility and CMA compliant.

12. To prepare insightful social media reports on a monthly basis of a quality that is appropriate to be shared with senior stakeholders across the University.

13. Be an ambassador for the Marketing, Communication and Development function, always working constructively, positively and collaboratively with colleagues and stakeholders, and undertake any other duties as appropriate and as required by the Marketing Campaigns Manager (U/G) from time to time.

CONTEXT:

Social media presence is a vital tool. Not only does it enable the University to engage with its key audiences, it also is a cost efficient and agile way of communicating. The Social Media Manager will be sufficiently confident to manage content effectively working across the department 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 realtime 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, PR, and the Marketing and Campaigns team, working alongside the Social Media Executive. The work has a substantial impact on the external perception of the University's brand and reputation.

KEY RELATIONSHIPS

- Head of Marketing and Campaigns
- Marketing Campaigns Manager (U/G)
- College Marketing Managers
- Social Media Executive
- Head of Corporate Communications
- Corporate Communications team
- Head of Digital
- Academic colleagues in Schools and Colleges
- Students
- Alumni
- CRM team

Reviewed by Caroline Benyon

October 2021

Person Specification

	Essential	Desirable
Qualifications	Relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills.	Professional CIM qualification in addition to CIM membership.
	Working towards or part CIM qualification or equivalent practical experience that demonstrates relevant levels of knowledge and skills.	
	Evidence of ongoing CPD	
Training & Experience	Significant experience of social media management and planning within a fastpaced recruitment marketing environment.	Good knowledge UK Government policies in higher education, external agency and legislative requirements, and the international operating environment.
	Very experienced communicator and able to interpret and moderate projected tone of voice through social media channels accordingly	Experience of working with collaborative project tools such as XD and Figma.
	Be able to analyse the ROI on social media campaigns and use insight to inform future recommendations.	
	Proven experience in the UK higher education sector, public sector or large scale commercial organisation, and proven ability to work successfully with a range of stakeholders, ideally including those with a primarily academic background.	
	Exposure to paid social platforms and track record of running Facebook ad campaigns for example	

	Skilled at working with and managing multiple social media channels at once	
	Exposure to programmatic / display advertising. An	

	understanding of the tools and technology used to deliver campaigns	
	Successful track record of delivering to a social media plan and supporting colleagues to align their communications to the agreed plan.	
	Proven ability to plan and target social media in line with an agreed strategy.	
	Proven experience planning and implementing social media to a targeted audience	
	Proven experience analysing and reporting on data, presenting insight to multiple audiences at different levels.	
	Evidence of working with technical scheduling and planning software e.g – Hootsuite or Socialbakers	
APTITUDES AND ABILITIES		
	Good planning and organization skills and ability to handle the day to day operational demands of the role	Knowledge of web editing software

	A good understanding of student segmentation and awareness of student audiences, with a proven ability to plan social media activities in line with known marketing initiatives put in place to achieve the objectives of the organisation.	
	Excellent planning and organisational skills, ensuring precision of delivery on time, on budget, with quality.	
	Skilled PC or MAC user including Excel or spreadsheet software	
PERSONAL ATTRIBUTES	Self-assured and respectful with an ability to get the best out of a broad range of people with a wide range of needs and objectives. An ability to act with courage and push boundaries.	
	A sound commercial thinker who can work quickly to provide options and solutions to stakeholders and function colleagues	
	Able to manage competing priorities under pressure, calmly and coherently.	
	Highly collaborative and prepared to take the lead in a variety of scenarios	
	Adept at working in matrix projects, delivering commitments on time and on budget.	

	Fully committed to creating 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.	
Other	Willingness to work long hours on occasion and undertake overnight stays, occasional weekend working and international travel.	