

JOB DESCRIPTION

Job Title:	Social Media Coordinator	Grade:	SG5
Department:	Marketing Communications (within Marketing and External Relations Directorate)	Date of Job Evaluation:	February 2024
Role reports to:	Social Media Manager	SOC Code:	
Direct Reports	None		

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE:

- The Social Media Coordinator is responsible for helping manage the university's presence on social media sites, which include Tiktok, Facebook, X, Instagram and LinkedIn and other developing social media channels relevant to the university's communications strategy.
- The role will contribute to increasing the overall awareness of the university's brand, vision and values through the effective use of social media channels, supporting the Social Media Manager to increase content creation and accelerate growth of all channels with particular focus on Instagram and Tiktok.
- The Social Media Coordinator will be responsible for the creation of content (copy and videos) for our social media channels, with an emphasis on reels type content.
- The role holder will work with key Social Media stakeholders across the organisation and ensure designed content is on brand, has impact and effectively engages our audiences.
- Ensure the content produced is professional, engaging, impactful and accessible to improve student recruitment as well as meeting corporate and brand guidelines
- The role will work closely with the marketing and communications teams to ensure that strategic objectives and needs are met.

KEY ACCOUNTABILITIES:

Team Specific:

- Contribute to the creation and delivery of the social media content plan.
- Coordinate content for the social media plan with other teams in the Directorate and other teams in the University including the faculties.
- Create, schedule and publish a range of engaging and dynamic content on university social media channels using copy, video and images.
- Co-ordinate the work of other content producers across the university to develop content suitable for social media channels to fully engage prospective students and other audiences.

- Ensure brand compliance and appropriate tone of voice for each different platform and deliver guidance to stakeholders across the university.
- Understanding of how to effectively manage community participation across social media platforms.
- Monitoring social media comments and inboxes, quickly escalating any concerns to the Social Media Manager.
- Work with and support our student ambassadors, helping them to deliver content that meets professional standards and align with our strategic priorities.
- Support the Social Media Manager in interpreting data, creating insights and making recommendations on actions that will drive audience engagement
- The role will help create engaging content about university life with a focus on user generated content, ensuring it is tailored to each platform audience.

Generic:

- Must have effective communication skills both verbal and written
- Creative and proactive
- Good knowledge of Microsoft Office suite including Outlook and PowerPoint
- Good team working skills
- Organised and with an ability to work effectively under pressure

Managing Self:

- Excellent interpersonal skills and able to build relationships across the university and at all levels, with students and staff
- Able to work on multiple topics and projects
- Self-starter with experience of developing and delivering effective content
- A problem-solver who can work under your own initiative

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security
- Ensure compliance with Health & Safety and Data Protection Legislation
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that the content team delivers the required level of service. Ability to work evenings and weekends as required.

KEY PERFORMANCE INDICATORS:

- Raise brand awareness through effective social media engagement
- Improve student recruitment and engagement by producing and delivering tailored content around student life for our channels
- Help improve stakeholder engagement with our strategy and raise the value of the department across the university

KEY RELATIONSHIPS (Internal & External):

- Social Media Manager
- Head of Marketing and Brand
- Campaign and content teams
- Head of Communications and their team
- Colleagues in the recruitment team
- Faculty Marketing teams
- Greenwich Students' Union - officers and staff
- Members of the cross-university Communications Forum

PERSON SPECIFICATION

Essential

Experience

- Demonstrable expertise in social media across major social media platforms
- Community management experience
- Delivering good customer service
- Experience of using a scheduling platform (Orlo, Hootsuit etc)
- Creating 'reel' type video content for Tiktok and Instagram in particular

Skills

- Well-developed social media skills and good IT skills relevant to the role
- Comfortable editing videos on iPhones using either in-platform editing tools or other apps.
- Using Canva (or similar tools) for designing social media posts in line with brand guidance
- Ability to collaborate effectively with a wide range of colleagues and other stakeholders
- Highly creative, excellent communication and interpersonal skills
- Well organised, able to multi-task, work under pressure and to deadlines with well-developed project management skills
- Customer focused
- Ability to work on own initiative and as a member of a team
- Ability to adapt to change

Qualifications

- Degree in a related field or equivalent social media marketing experience

Personal attributes

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful

Desirable

Experience

- Understanding of the HE sector and student recruitment
- Experience of using social media analytics

Skills

- Analytical, with good problem-solving skills comfortable working with numbers, metrics and spreadsheets

Qualifications

- Qualification in Digital Marketing or a related discipline

Personal attributes

- N/A