

JOB DESCRIPTION

Job Title:	Social Media Officer	Grade:	SG6
Professional Services Directorate:	Communications and Recruitment	Effective date of job description:	January 2018
Directorate section:	Marketing Communications		
Role reports to:	Senior Digital Marketing Manager		
Direct Reports	N/A		
Indirect Reports:	N/A		
<p>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.</p>			

PURPOSE OF ROLE:

The Social Media Officer is responsible for ongoing community management and maintaining / growing the University's brand level social media presence across multiple brand outposts (which include Facebook, Twitter, Instagram, YouTube, blogs and other developing social media channels relevant to the University's communications strategy) via organic and paid social activity. The role is responsible for planning / implementing a content marketing programmes which increases brand awareness with our core target markets through the effective use of social media channels. This will include developing and implementing content marketing campaigns appropriate to the channel being used, monitoring social media channels to respond appropriately to posts / comments, and identifying issues that require escalation.

KEY ACCOUNTABILITIES:

Team Specific:

- Oversee the development and delivery of the social media content marketing plan
- Coordinate content plan with other teams in the Directorate, other Directorates and the Faculties
- Be part of the bringing together of all the brand elements (messaging, insights from marketing team and audiences, content from other teams)
- Publish / repurpose content across approved central social media brand outposts (e.g. copy / articles, photography, video, etc.)

- Co-ordinate the work of other content producers across the University to develop content suitable for social media channels to fully engage students and other audiences
- Ensure brand compliance
- Any other duties required which are appropriate to the grade of the post

Community management

- Lead daily community management across all central brand social media outposts (inc. Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn)
- Liaise with internal stakeholders on community management queries / issues
- Deploy approved statements during crisis management
- Strong customer service focus

Content marketing (organic & paid)

- Lead the content calendar process (inc. approvals), raising brand awareness, increased data capture and engagement levels across all activity
- Lead the generation / creation / placement of engaging, creative and informative organic content across all central brand social media outposts which informs, entertains and delights audiences with brand focused messaging
- Optimise content for each distinct channel (whether content is written, photography, video or testimonial led), taking into account changing platform / audience requirements
- Ensure all content is on brand (working across all channels), whilst managing customer expectations as appropriate
- Ensure content has a high visual and influential impact and meets relevant corporate guidelines
- Work in partnership with other teams generating content to influence / improve (e.g. Central Content team, Faculty Marketing Leads, other depts.)
- Conduct ongoing research (as needed) to identify audience needs / desires / satisfaction
- Co-ordinate paid activity with external suppliers (media agency) and internal Brand & Campaign marketing team
- Lead content gathering / placement at identified events (e.g. Open days, taster sessions, guest lectures, etc.).

Reporting

- Use Google Analytics and other data sources to assess impact efficiency of social media activity
- Assist the Senior Digital Marketing Manager with creation / improving reports to the wider University to report on success / reach
- Upon reviewing reports, analyse / optimise paid activity, with a 'test, learn, refine' approach to future improvements
- Monitor / report on key competitor activity

Training

- Assist the Senior Digital Marketing Manager on identifying / delivering training to other stakeholders across the University with a role in central / faculty based social media delivery
- Liaise with suppliers (e.g. Hootsuite) and oversee internal training as required

Future

- Continually survey the social media landscape to identify new platforms / research and analyse trends / opportunities to grow reach / opportunities to connect / convert core target audience
- Co-ordinate the work of other content producers across the University to develop content suitable for social media channels to fully engage students and other audiences
- Assist the Senior Digital Marketing Manager and Senior management in the development of the Content strategy

Self:

- Must possess a good understanding of the social media landscape end-to-end
- Maintain a professional approach at all times (team player)
- Manage work effectively and deliver to deadlines (internal / external)
- Work with other staff effectively to help maximise team outputs
- Ensure line manager updated regularly on progress against assigned tasks
- Awareness / topline understand of other Marketing Communications disciplines

Generic:

- Must be willing to embrace the shared values and required behaviours of the Communications and Recruitment Directorate staff (Aspiration; Confidence; Creativity; Professionalism and Responsibility)
- An effective communicator (verbal and written) to ensure that effective working relationships / partnerships are forged and maintained
- To support in the delivery of all Marketing work streams as identified by line management
- To establish and maintain networks within the university, to aid the planning and distribution of Marketing & Events work streams
- Project management skills / awareness

Managing Self

- Maintain a professional approach at all times through the application of effective relevant skills
- Manage work effectively and deliver under pressure
- Working with other staff effectively to help maximise their performance by working as one team
- Ensure the Senior Digital Marketing Manager is updated regularly as agreed on progress against tasks

Core Requirements

- Role modelling the values of the University, ambition, creativity, determination, excellence and inclusivity
- Commitment to key strategic priorities of the Directorate and the University
- Willingness and ability to travel to work place locations within the UK
- Adhere to and promote the University's Equality and Diversity policies and information security
- Ensure compliance with Health & Safety regulations
- 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.
- Willingness to deliver against any reasonable work-related request

KEY PERFORMANCE INDICATORS:

The Marketing Communication Team KPIs are:

- Raise brand awareness
- Raise direct response
- Raise student engagement levels
- Raise student satisfaction
- Raise stakeholder engagement and the value of the department to the institution and its audience

Everyone contributes to these KPIs to help realise the brand and the corporate strategy

KEY RELATIONSHIPS (Internal & External):

- Line manager: Senior Digital Marketing Manager
- Directorate: Wider marketing communications team and other teams within directorate
- Direct reports: N/A
- Suppliers: Hootsuite
- University Leads: Faculty Marketing Leads, PR & Content teams, Professional Services leads (HR, IT & other departments as required)

PERSON SPECIFICATION

Essential	Desirable
Experience <ul style="list-style-type: none">• Strong community management experience	Experience <ul style="list-style-type: none">• Previous experience in a similar social media role• Paid marketing campaigns

- Significant experience managing / developing social media marketing programmes (organic and paid)
- Creating & delivering content marketing programme(s) which inform customers / prospects and drives leads & sales
- In-depth knowledge of social media environment
- Understanding of budgeting and monitoring

Skills

- Highly creative and collaborative
- Strong marketing skillset across the entire social media landscape (Community management, content creation & distribution, analysis)
- Excellent written, verbal and interpersonal communication skills
- Intermediate to advanced Photoshop skills
- Data literate, able to review / assess / make recommendations as a result of analysis
- Multitasker able to work across multiple projects to tight timescales
- Excellent communication & listening skills

Qualifications

- Degree or equivalent experience

Personal attributes

- We are looking for people who can help us deliver the values of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity

- Agency / supplier management experience
- Hootsuite (or other management platform)
- SEO understanding / experience
- Experience within Higher Education sector

Skills

- Good understanding of the characteristics and qualities that prospects / applicants / students / alumni want from a University

Qualifications

- Professional qualification, or evidence of training/development in social media marketing (CIM, IDM, etc.)

Personal attributes

- N/A