

Social Media and Digital Engagement Assistant

REQ240592

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade:

Administrative Services Grade 4

Job Purpose

Responsible for supporting the creation and delivery of a wide range of digital content through the university's social media channels and other digital platforms. The post holder will work with the Social Media and Digital Engagement Manager and Co-ordinator to help generate new and engaging content that is appropriate for our audiences. The post holder will be required to cover various University events, create content for digital campaigns and will help ensure digital content is of high quality and on brand.

Job Duties

- Generate original and engaging content for social media and other digital channels.
- Assist with day-to-day scheduling and management of the University's social media channels, including Facebook, X, LinkedIn, Instagram, YouTube and TikTok.
- Assist with the promotion and delivery of digital content across the University's digital channels including social media and the website.
- Produce and edit engaging and creative written blog content to a high standard.
- Take a creative approach to capturing life at Loughborough through photography and video.
- Produce and edit engaging and creative video content for social media
- Be able to work both independently and collaboratively to co-ordinate and create photography and video content, ensuring a high-level of quality both shooting and editing in a range of contexts and settings.
- Work collaboratively with colleagues across the institution to develop clear, shared briefs, ensuring all content is appropriate for the platform and audience.
- Liaise with student content creators including vloggers and bloggers, providing insightful training and advice on video production and blog creation.
- Help maintain the University's YouTube channel, including transcription of subtitles, editing thumbnails, structuring playlists and implementing effective metadata.
- Support the evaluation of emerging digital platforms and technologies
- Analyse and report on success of content and campaigns to inform future creative decisions.

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the Social Media and Digital Engagement Manager.

Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Proven experience of creating digital content such as videos, photos and blogs.	1, 2, 3
	Experience working in a fast-paced, media-focused environment.	1, 3
	Experience of dealing with multiple priorities and working to tight deadlines.	1, 3
	Experience working with clients to ensure a shared vision and brief for creative output.	1, 3
	Experience working in a customer-focused role, responding to enquiries in a timely and accurate fashion.	1
	Possess a strong familiarity with social media channels, and can demonstrate an up to date knowledge of emerging tools and tactics	1,3
	Demonstrate the ability to write professional, audience-appropriate content optimised for digital channels.	1, 2, 3
Skills and abilities	Ability to capture, edit and produce high quality video and photography in a range of contexts and settings.	1, 2, 3
	An experienced user of Adobe suite or similar digital media software.	1, 3
	Excellent communication and interpersonal skills.	1, 3
	Outstanding time-management and organisation skills.	3
	Excellent attention to detail.	
	A willingness to undertake further training as appropriate.	3
	A-Level or equivalent qualification.	1
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace.	3
	Flexibility to work out of hours, occasional evenings and weekends as required.	

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of copyright, GDPR and data protection issues.	1, 3
	Experience of managing social media channels.	1, 3
	Experience working in higher education.	1
Skills and abilities	Ability to create and maintain a series of podcasts.	1, 3
Qualifications	Educated to degree-level or equivalent qualification.	1

Conditions of Service

The position is full time and open-ended. Salary will be on Administrative Services Grade 4, £23,700 to £27,181 at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's Terms and Conditions of Employment for staff grades 1 - 5, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

The university is committed to allowing its employees to work dynamically with a combination of working on campus and remotely, where possible. This role has been identified as a role that could work dynamically and if successful your manager will discuss these informal arrangements with you. Please note there is a general expectation that the successful candidate will spend the majority of time working on campus. (further information is available [here](#))