

Social Media and Digital Engagement Manager

Job Ref: REQ250153

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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

Management & Specialist Grade 6

Job Purpose

Based within the Web, Content and Digital Marketing team in Marketing and Advancement, the post holder will be an excellent digital communicator responsible for shaping and delivering the social media and digital engagement strategy for the University, further strengthening our online communities and identifying opportunities to create new ones.

As a confident writer, editor and digital media expert, the post holder will work with the Web, Content and Digital Marketing Manager and wider WC&DM team to develop the University's strategic approach to digital engagement, manage the University's main social media channels, identify and exploit emerging digital technologies and generate new and engaging content appropriate to the University's broad audiences.

Job Duties

- Develop and deliver the University's social media strategy.
- Work with a wider team to develop, disseminate and deliver digital content plans for marketing and communication campaigns.
- Be responsible for and oversee the day to day management and monitoring of the University's main social media channels.
- Generate original and engaging written, image-led and video content for a broad range of digital channels ensuring appropriateness for the platform and audience.
- Measure, analyse and report on the success of the University's digital activity and communicate results to staff at all levels in the organisation.
- Support the delivery of the University's core marketing activities through its digital channels.
- Provide clear guidance, training and support for University staff in the effective and appropriate use of social media and other digital channels.
- Identify and implement opportunities to build the University's online profile and reputation; increase University advocacy through its digital channels and make connections with key influencers.
- Evaluate emerging digital platforms and technologies and make recommendations on their adoption.
- Provide line management responsibility to the Social Media and Digital Engagement Co-ordinator.
- Undertake any other duties appropriate to the post as may be required.

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 Web, Content and Digital Marketing Lead

Responsible for the Social Media and Digital Engagement Co-ordinator and Social Media and Digital Engagement Assistant.

Person Specification

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	Significant experience of managing social media channels in a customer-focused organisation	1,3
	Proven experience of creating original and engaging content for social media, web and other digital channels, supported by a strong portfolio of work	1,3
	Experience of using a wide-variety of social media management and monitoring tools	1,3
	Experience of measuring the success of digital activity and collating, analysing and reporting on statistics	1,3
	Experience of dealing with multiple priorities, working to tight deadlines and reacting to rapidly changing situations	1,3
	Experience of delivering training including face-to-face and online	1,3
	Experience of producing video content for social media and other digital channels	1,3
Skills and abilities	The ability to create high quality digital content that is relevant and appropriate for the target audience	1,2,3
	Demonstrate excellent communication and interpersonal skills	1,3
	Ability to use initiative, prioritise workloads and work as a part of a team	1,3
	Demonstrate the ability to communicate at all levels of an organisation and explain technical information to a non-technical audience	1,2,3
	Knowledge of relevant laws and legislation governing digital publishing	1,3
	Experience of using photo editing software	1,3
	Experience of using video editing software	1,3
	Excellent attention to detail	1,3
Training	Show commitment to maintaining up-to-date knowledge on emerging digital technologies	3
	Show a willingness to undertake further training and to adopt new procedures as and when required	3
Qualifications	Degree or equivalent qualification	1
Other	Show a willingness to work flexibly and out of office hours / weekends as required	1,3
	Show commitment to observing the University's Equal Opportunities policy at all times	3

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of managing social media channels in higher education	1,3
	Experience of managing large-scale digital projects	1,3
	Line management experience	1,3
Skills and abilities	Experience of using content management systems	1,3
	Good working knowledge of HTML and CSS	1,3
	Knowledge of the higher education sector	1,3

Conditions of Service

The position is full time and open-ended. Salary will be on Management and Specialist Grade 6, £35,116 to £45,413 per annum. Starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, 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 are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

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/>