

Social Media and Digital Engagement Manager

Job Ref: REQ260453

Job Description

Job Family and Grade

Management and Specialist Grade 6

Job Purpose

Based within the Corporate Communications team in Marketing in Advancement, the Social Media and Digital Engagement Manager will play a lead role in developing and delivering the University's social media strategy, to further strengthen and augment engagement with our online communities.

The post holder will lead the Social Media team, overseeing the management of the University's main social media channels, and creating, curating and evaluating engaging content aligned to the University's strategic priorities and its target audiences. They will also advise, train and support colleagues across the University on social media best practice and effective content and channel usage.

Job Duties

Strategy, planning and leadership

- In liaison with the Head of Communications, develop and deliver the University's social media strategy and its underpinning channel strategies, to ensure they support the University's strategic priorities and goals.
- Review University social media policies and guidelines regularly and recommend changes as required to reflect emerging technologies and changes to the law.
- Lead the development and delivery of social media content plans to support University campaigns and ongoing marketing and communications activity
- Contribute to the University's management of incident/crisis communications
- Have line management responsibility for the Social Media and Digital Engagement Coordinator and Assistant roles
- Manage the team of student content creators
- Advise, train and support colleagues across the University on social media best practice and effective content and channel usage to target particular audiences
- Identify and implement opportunities to build the University's online profile and reputation, by increasing advocacy and making connections with key influencers on digital channels
- Evaluate new platforms and technologies and emerging trends, making recommendations on their adoption or usage.

Social media content management

- Be responsible for and oversee the day-to-day management and monitoring of the University's main social media channels
- Create original and engaging multimedia content to reflect the University's strategic priorities, ensuring that the content is relevant and appropriate for the platform and audience
- Liaise with colleagues across Marketing and Advancement and other University teams on the development and delivery of digital content plans for marketing and communications campaigns.
- Contribute to the University content calendar to ensure social media scheduling is coordinated with wider marketing and communications activity and campaigns
- Monitor high volume comments and mentions on social media channels, responding where appropriate or directing stakeholders to sources of further information
- Lead on the moderation of social media channels, keeping the Communications Team and University senior managers informed of any contentious matters

Measurement

- Establish meaningful metrics to monitor social media content performance
- Analyse and report on data to identify the best ROI in terms of staff time, content type and levels of engagement to inform the future direction of social media activity
- Undertake horizon scanning, social listening and competitor analysis to inform the University's response to emerging issues and trends.

Other duties

- 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 outlined in the document.

Organisational Responsibility

Reports to the: Associate Director of Marketing and Advancement (Head of Corporate Communications)
Direct Reports: Social Media and Digital Engagement Officer and Social Media and Digital Engagement Assistant

Budget Responsibilities: N/A

Structure Chart:

Person Specification

Your application will be assessed based on the essential and desirable criteria listed below.

Applicants are strongly encouraged to explicitly demonstrate how they meet each essential (and desirable) criteria at the application stage. The criteria that you need to demonstrate in your application will be listed as Stage 1 in the table below.

Stages of assessment are as follows:

- 1 – Criteria measured within the Application
- 2 – Criteria measured at Test/Assessment Centre/Presentation
- 3 - Criteria measured at Interview

Essential Criteria:

Area	Criteria	Stage
Experience	Significant experience of managing social media channels in a customer-focused organisation	1,3
	Experience of developing and managing social media plans / campaigns in a professional context, from planning to delivery and evaluation	1,3
	Proven experience of creating original and engaging content for social media and other digital channels, supported by a strong portfolio of work	1,3
	Experience of producing and editing photo and video content for social media and other digital channels	1,3
	Experience of using social media management and monitoring/listening tools	1,3
	Experience of measuring the success of digital activity and collating, analysing and reporting on statistics	1,3
	Experience of delivering training including face-to-face and online	1,3
Skills and abilities	Able to create high quality multimedia content to deadline that is relevant and appropriate for the target audience	1,2,3
	Ability to use initiative, work independently, in collaboration and as part of a team	1,3
	Highly organised, able to manage multiple initiatives, prioritise workloads, work to tight deadlines and adapt when priorities change	1,3
	Excellent written communication skills, especially writing/editing copy for social media	1,2,3
	Excellent accuracy and attention to detail	1,2,3
	Excellent interpersonal skills, able to communicate confidently with individuals at all levels and explain technical information to a non-technical audience	1,3
	Discreet and tactful in handling confidential and sensitive information	1,3
	Knowledge of relevant laws and legislation governing digital publishing	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	A willingness to work flexibly and out of office hours / weekends as required	1,3
	Uphold and actively contribute to the University's commitment to Equity, Diversity and Inclusion.	1,3

Desirable Criteria:

Area	Criteria	Stage
Experience	Experience of managing social media channels in higher education	1,3
	Experience of the supervision and line management of staff	1,3
	Experience of managing large-scale digital projects	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 appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.
- Support and contribute to the University's commitment to principles of equity, diversity and inclusion (EDI) while carrying out all duties, behaving in a manner that treats others with dignity and respect and upholds every persons right to lawful freedom of expression, freedom of speech and academic freedom. Further information about EDI at Loughborough and our strategic aims is available on our website.

Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous, Collaborative, Creative, Authentic and Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our [vision and values](#).

Our Accreditations



We strive to create a culture that supports equity 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 career.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared a disability, provided that the essential criteria for the role are met. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.



We are proud supporters of the [City of Sanctuary movement](#) and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

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.