

Role Profile: Social Media Coordinator

Job title:	Social Media Coordinator
Working hours:	35 hours per week (to be worked flexibly)
Salary:	Grade B £22,431.95 - £25,431.65
Reporting to:	Marketing & Communications Manager
Direct Reports	Supporting student staff and volunteers

Role Purpose:

To support the planning and delivery of a variety of marketing and communication campaigns, ensuring the Students' Guild is effectively marketed to our student audience through social media. The role will be focused on creating relevant and engaging content across all channels through storytelling and targeted communications.

Key Accountabilities:

- To produce relevant and engaging marketing and communications content across our channels.
- To help develop a strong brand identity and perception of the Guild, including increasing students' understanding of, and satisfaction with the Guild.
- To assist in the delivery of a wide range of projects and campaigns across a number of stakeholders.

Responsibilities:

Delivery

- To ensure effective delivery of Guild Social Media communications in accordance with agreed plans and strategies
- To work closely with the Marketing & Communications Manager on creating and delivering marketing and communication plans for Guild projects and campaigns
- Work with our student community to create student-led content that could include takeovers, blogs, videos etc.
- Support and deliver live event and activity coverage both digitally and in-person.
- To develop and produce high quality, engaging content for use across all Social Media platforms and channels, in line with the Guild's communication strategy.
- To have a proactive approach to the project calendar and support the Marketing and Communications Manager to produce the desired content.
- Identify trends and new ways of promoting content across all Social Media platforms including the adoption of new channels and platforms.
- To be the first line of response and signposting of students' issues raised through direct messaging the Union's Social Media accounts

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Development

- Assist in the development of the Guild's communication channels on a day-to-day basis.
- Ensure that students are well informed about what the Guild does and what activities, opportunities and services are available.
- Increase engagement levels and followers through interesting and relevant content that meets students' needs as measured by their engagement.
- Measure, evaluate and report on the effectiveness of The Guild's communications using analytics
- Help develop and deliver multimedia marketing campaigns for a range of programmes, services, and campaigns.
- Use student insights to guide Guild communications and projects to stay relevant to our community.

Stakeholders

- Empower and collaborate with Guild colleagues, Officers, and students to achieve their campaign outcomes.
- Liaising and working with press and media outlets including student media.
- Collaborate and deliver student communications on key projects and campaigns with key departments and facilities.
- Build and maintain an influential network of contacts at all levels e.g. freelancers, other SUs.

Compliance

- Ensure compliance with the Guild's and relevant University policies and all relevant legislation – including Health and Safety, 1992 Education Act and Data Protection.
- Ensure compliance with specific policies and legislation on Social Media Policy, copyright and media law.

Other

- Assist our Full-Time Officers achieve their campaigns and priorities.
- Actively engage in student-facing projects and activities of all kinds as required.
- Be an enthusiastic advocate for student leadership and the organisation's values.
- Maintain own professional networks and promote the Guild on a local and national level.

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	Criteria
KNOWLEDGE & EXPERIENCE	<ul style="list-style-type: none"> • Experience of using and managing social media channels and communications to build engagement and promote events/services. • Experience writing engaging and exciting copy for social media, emails, blogs, and press releases. • Experience leading the planning and delivery of marketing campaigns
SKILLS & ABILITIES	<ul style="list-style-type: none"> • Able to demonstrate effective communication skills and build engagement with a large, diverse audience. • Able to demonstrate knowledge of good practice and latest trends in social media communications, projects, and campaigns. • Ability to adapt writing style/tone of voice to meet the needs of the audience, be that internal, external or for the channel we are using. • Able to work independently to produce innovative and creative content
VALUES & BEHAVIOURS	<ul style="list-style-type: none"> • A demonstrable commitment to our organisation's values. • Comfortable working in a democratic, student-led environment with the ability to empower students and build relationships with stakeholders. • Strong commitment to, and understanding of the principles of equality, diversity, and inclusion.

Application Timeline

- Closing Date: 8am, 30th August 2022
- Shortlisting: 30th August 2022
- Interviews: 9th September 2022

You will need to provide an up-to-date copy of your CV, and answer the following questions related to the person specification for the role:

- Tell us why you want to work for the Guild – how do your values align with ours?
- Tell us about a recent social media campaign from a brand, business, or a cause you really liked and why?
- Tell us what you think of the Guild's social media and tone of voice. What do you think works well, and what ideas do you have to improve it?

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Please note:

- We will contact you to let you know the outcome of your application. This can sometimes take a few days.
- You must be able to provide proof of your right to work in the UK before starting work with us. We are not currently able to sponsor employees requiring a visa.
- Applications received after the above closing date will not be considered.

Meet Your New Manager



Emily De Ritter – Marketing Manager

If you'd like an informal chat with Emily to find out more about the role, the team and what they're looking for in our new Social Media Coordinator, you can get in touch at emily.deritter@exeterguild.com. They would love to hear from you!

For general queries please email personnel@exeterguild.com