



Job title	Social Media Officer	Job family and level	Administrative, Professional and Managerial Level 3
School/ Department	Marketing and Engagement	Location	Hybrid – based on business need and regular work required on UK campuses

Purpose of role

Responsible for creating exciting and engaging organic social media content, sharing innovative ideas, and delivering interesting stories through creative uses of social platforms. To support brand awareness, reputation management, and income generation objectives (with a primary focus on student recruitment).

Support the Social Media Manager to plan, deliver and optimise posts on the University's social media channels as part of integrated communications and marketing campaigns. As part of the Social Media Team, work collaboratively with stakeholders across the university and support the management of the network of student content creators, to ensure that student experience and student voice are at the centre of the University's content strategy.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	Social media content ideation, capture and creation - Create engaging social-first video, photo, audio and text-based content including (but not limited to) TikToks, Reels, stories and photo carousels. Content may also be used in paid social activity. - Tailor and adapt content to different social media channels to optimise platform performance and audience engagement. - Proactively keep updated on social media trends, formats and channels and translate these into content specific to the University of Nottingham. - Apply knowledge of social-first storytelling techniques to creatively showcase the University's people, research, education, student experience and wider impact in engaging and imaginative ways. - Tailor campaign messaging, themes and activities into creative, dynamic and interesting social media content that appeals to a prospective student audience (and their decision-making unit e.g. parents). - Represent the University and capture content at events including (but not limited to) open days, higher education fairs and graduation ceremonies. This may involve occasional evening or weekend work for which you will have time off in lieu.	25%

	- Identify opportunities for planned, reactive and trend-led content aligned with audience insight, campaign objectives and organisational priorities. - Work with the Social Media Team and wider stakeholders to generate ideas for content.	
2	Management of the student content creators network - In partnership with the other Social Media Officers, support the recruitment and management of a network of student content creators. - Generate ideas for content, brief and review student work and publish to social platforms in line with content plans. - Build strong working relationships with student creators to ensure engaging and exciting stories can be surfaced, and the students involved have a positive experience. - Proactively improve the efficiency and output of the student creator team. - Manage all necessary administration related to the work and payment of student content creators.	25%
3	Social media planning, management and publishing - Deliver organic social media activity in line with University strategy, and communications and marketing strategy, to support brand, reputation and income generation objectives (with a focus on student recruitment). - Responsible for the day-to-day inbox management, monitoring and delivery of content across the University's social media channels, including (but not limited to): TikTok, Instagram, Facebook and LinkedIn). - Monitor and respond to comments, direct messages and audience interactions in line with agreed processes and service standards. - Schedule and publish content across multiple social media platforms, ensuring activity is timely, coordinated and aligned with audience, campaign and channel objectives. - Contribute to the development and delivery of the annual social media plan, proactively sharing ideas, insight and best practice. - Support the Social Media Manager to develop and uphold social media governance, policies and procedures. - Support reputation/social media crises, issues and risk management, including delivering the appropriate responses on organic socials and undertaking proactive and reactive social listening. - Champion an accessible and inclusive approach to content planning and delivery, ensuring activity is representative, audience-focused and aligned with the University's values. - Ensure all social media activity complies with University policies, brand guidelines and relevant legislation (including consumer and data protection).	20%
4	Social media insights and reporting - Monitor and evaluate channel and content performance using analytics platforms, social media listening and management tools, against agreed objectives and key performance indicators. - Escalate reputational, safeguarding or sensitive issues appropriately, ensuring risks are identified and managed effectively. - Produce regular social media performance reports for the Social Media Manager, Director of Marketing and Engagement and other key	15%

	stakeholders, communicating insights, findings and recommendations clearly and effectively. ▪ Use audience insight, performance data, and sector benchmarking and trends to proactively identify opportunities to improve content and channel performance. ▪ Test and evaluate content formats, messaging and publishing approaches, applying learning to future activity. ▪ Use AI and other tools where appropriate, to improve the efficiency and optimisation of social media work.	
5	Stakeholder management ▪ Work closely and in partnership with Marketing & Engagement, Creative Services, agencies, Brand, Media/PR, Internal Communications and the wider network of communications and marketing professionals across the University. ▪ Build strong relationships with stakeholders such as academics, students, alumni and colleagues across the University to create and maintain a sustainable pipeline of excellent content. ▪ Provide expert advice and guidance on social media best practice to colleagues across the Communications & Marketing group and the wider University, helping to improve content effectiveness and audience engagement. ▪ Build positive relationships with audiences and stakeholders, strengthening engagement and affinity with the University brand and maximizing social advocacy.	10%
6	Other ▪ Keep up to date with social media and industry trends, tools and best practice, taking a proactive approach to continuous professional development. ▪ Participate in ad hoc projects on behalf of the wider Communications and Marketing group as directed by your line manager.	5%

Person specification

	Essential	Desirable
Skills	▪ Strong social content creation and innovation skills – filming and editing video, photography, creating image carousels ▪ Using editing software available on social media platforms such as Instagram Edits and TikTok editor. ▪ Strong copywriting and proof-reading skills. ▪ Social media management skills including experience of at least one social media channel including Instagram, LinkedIn, TikTok or Facebook. ▪ Understanding of how social media activity fits into a strategic communications and marketing approach, to deliver business objectives. ▪ Excellent interpersonal and communication skills (verbal and written), with the ability to communicate with a range of people at a range of levels. ▪ Ability to work to multiple, tight deadlines and flexibility to work out of hours as required. ▪ Excellent organisational skills to manage multiple priorities and activities simultaneously.	▪ Video and image editing using software such as Adobe Premier Pro, CapCut, Photoshop, Canva. ▪ Proficient in Microsoft Office suite. ▪ Using social media management tools, such as Sprout Social, to generate reports on content performance.
Knowledge and experience	▪ Proven track record of managing social media channels for a large organisation, brand or university. ▪ Experience of telling engaging and creative stories through different formats, including stories aimed at a youth audience. ▪ Experience of upholding social media and brand guidelines. ▪ Experience of repurposing content for different platforms and utilising user-generated content to support marketing and communications campaigns. ▪ Knowledge of using social media platform analytics and listening tools to measure success. ▪ Experience of monitoring channel performance and using insights and analytics to improve content effectiveness.	▪ Experience of managing social media channels for a large organization, brand or university. ▪ Experience of international social media channels and audiences (beyond the UK). ▪ Experience of working with students or other young people as part of marketing and communications activity.

	▪ Experience of working collaboratively with multiple stakeholders and agencies to deliver social media activity.	
Qualifications, certification and training (relevant to role)	▪ Educated to degree-level or equivalent experience in a creative, communications, marketing or related field.	▪ Certified training in video editing ▪ A professional qualification or training by a related professional body (e.g. Chartered Institute of Marketing, Data and Marketing Association).



Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people	Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.
Taking ownership	Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.
Forward thinking	Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.
Professional pride	Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.
Always inclusive	Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others



