

### **Job Description**

**Social Media Co-ordinator**

Title of Post: Social Media Co-ordinator

Section: Marketing, Communications and Brand

Reporting to: Assistant Director - Brand and Communications

Grade: Scale 5

Hours: 36 hours per week, 52 weeks per year

Location: Harrow, Richmond, and Uxbridge (primarily based at Richmond)

## **MAIN SCOPE OF POST**

The Social Media Co-ordinator role will be responsible for working with our Digital Content Producer and wider teams to develop successful Social Media output and campaigns across all platforms. They will communicate daily about content creations, overseeing social media campaign schedules ensuring HRUC maximises its growing digital content so that it connects, inspires, and resonates with our learners and wider audiences. The Social Media Co-ordinator will glean and disseminate insights on effective content; overseeing schedules to support the increased reach and engagement with our content.

**DUTIES:**

1. Execute a results-driven social media strategy.
2. Develop and curate engaging content for HRUC’s social media platforms, including LinkedIn, Instagram, Facebook, Tik Tok, and the internal-facing staff intranet.
3. Collaborating with our student community, curriculum teams and marketing and branding colleagues to create outstanding content, delivered through a carefully co-ordinated social media calendar
4. To monitor social media enquiries and support the team with responses. To use such as Hootsuite, to manage and listen to multiple accounts.
5. To review analytics and social media impact
6. To work with the Digital Content Producer, and Digital Content Assistant to devise ways of generating student led content for our social media channels.
7. To use the latest techniques to ensure our social media content engage with our audiences in an authentic and impactful way.
8. To ensure our social media content reaches and maintains the highest standards of accessibility.
9. To assist in the development and evolution of a social media strategy.
10. To ensure our colleges and other HRUC brands adhere to the brand identities and tone of voice.
11. To assist in the creation of editing of written, video and photo content.
12. To monitor our social media channels, and the channels of our competitors for trends
13. To produce social media reports to support the Group Director PR, Communications and Marketing, and the college teams.

**Safeguarding Children and Vulnerable adults**

* Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required.
* Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate.

**GENERAL**

* Be aware of, and comply with, legislations/competence standards relevant to the work of the Executive team.
* Understand and comply with all college policies, including the Policy to promote Equality of Opportunity.
* Be conversant with Health and Safety and Safeguarding requirements.
* Participate in the Staff Learning and Development, Review and Appraisal Scheme.
* Undertake such duties and/or hours of work as may reasonably be required of you, commensurate with your grade and general level of responsibility, at your main place of work or at any other.
* To carry out all other duties as may be reasonably required.

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| **Further Education is an ever-changing service, and all staff are expected to participate constructively in College activities and to adopt a flexible approach to their work. This job description will be reviewed annually during the appraisal process and will be varied in the light of the business needs of the College.** |

**Social Media Coordinator**

**Person Specification**

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| **Qualifications** | Essential | Desirable | How assessed\* |
| Good general level of education (to GCSE level or equivalent) including Maths and English at minimum of Grade C/Grade 4 or equivalent | **ü** |  | AF/Cert |
| **Knowledge, Skills and Experience** |  |  |  |
| Excellent organisational and time management skills | **ü** |  | AF/IV |
| Extensive social media knowledge and IT skills, including working knowledge of Microsoft Office software including Teams and Outlook, and experience with social media systems/databases | **ü** |  | AF/IV |
| Ability to prioritise a busy and complex workload effectively | **ü** |  | AF/IV |
| Ability to meet targets and deadlines | **ü** |  | AF/IV |
| Ability to build and maintain excellent working relationships with internal colleagues and external stakeholders | **ü** |  | AF/IV |
| Ability to find and craft impactful social media posts | **ü** |  | AF/IV |
| Ability to co-ordinate content in way that support a wider strategy and helps to build our College reputation and generate interest in our courses | **ü** |  | AF/IV |
| Ability to work well with students and cultivate stories for social channels, and inspire participation in our campaigns | **ü** |  | AF/IV |
| Ability to maintain accurate records | **ü** |  | AF/IV |
| Excellent written communication skills | **ü** |  | AF/IV |
| Ability to communicate effectively and professionally with others, in person and over the telephone | **ü** |  | AF/IV |
| Excellent customer service skills | **ü** |  | AF/IV |
| Excellent attention to detail | **ü** |  | AF/IV |
| Understanding of the importance of Equality and Diversity and Safeguarding in education | **ü** |  | AF/IV |
| Good literacy and numeracy skills | **ü** |  | AF/IV |
| **Personal Attributes** |  |  |  |
| Ability to communicate effectively with people at all levels in an organisation | **ü** |  | AF/IV |
| Ability to work under pressure in a fast-paced working environment | **ü** |  | AF/IV |
| Ability to work unsupervised and use own initiative | **ü** |  | AF/IV |
| Ability and willingness to work at other College campuses (Harrow, Hayes and Richmond) | **ü** |  | AF/IV |
| Willingness to work flexibly when required | **ü** |  | AF/IV |

\*Evidence of criteria will be established from: AF = Application Form, IV = Interview, T = Test (Microteach / Skills test), Cert = Certificates checked at interview/induction.