

## Job Description

### Social Media and Content Assistant

|                        |                                             |
|------------------------|---------------------------------------------|
| <b>Salary:</b>         | Grade 4                                     |
| <b>Contract:</b>       | Full time, ongoing                          |
| <b>Location:</b>       | Canterbury Campus                           |
| <b>Responsible to:</b> | Social Media and Content Officer            |
| <b>Job family:</b>     | Administrative, professional and managerial |

### Job purpose

The Social Media and Content Assistant will support the creation and delivery of engaging, social-first content that showcases the best of the university and the achievements of its students, staff and alumni. Working with the Social Media and Content Lead and the wider Social and Content team, they will create content across the university's social media channels and other digital platforms to support marketing, student recruitment and communications objectives. They will contribute to the delivery of social and content activity, helping to produce timely, relevant and audience-focused content that connects with prospective and current students throughout the student journey.

The role will work closely with student ambassadors and content creators to capture and share authentic student experiences across the university's social media channels. They will support student-generated content by helping with ideas, content capture and coordination, ensuring activity aligns with campaign objectives, audience needs and university priorities.

The Social Media and Content Assistant will work with colleagues across the External Engagement Directorate and within Schools to identify stories, gather content and support the creation of engaging social media activity. They will build relationships with relevant teams to develop an understanding of their priorities, activities and audiences, helping to identify opportunities for content that showcases the university's people, experiences and impact. They will contribute to recruitment and communications campaigns by creating content assets, coordinating materials and supporting activity across the university's social media channels.

### Key accountabilities

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Create engaging, social-first content including short-form video, photography and written copy for the university's social media channels, with an understanding of what makes content relevant, authentic and engaging for student audiences.
- Use knowledge of social media platforms and trends, including platforms such as TikTok, Instagram and emerging channels, to contribute ideas and create content that reflects current digital behaviours and audience expectations.
- Edit and adapt short-form video content using digital editing tools such as CapCut or similar platforms, creating content that feels native to different social media channels and audiences.
- Create and contribute to social media content across recruitment, student experience and wider university campaigns.

- Capture authentic stories and experiences from across the university, including student life, events, activities and achievements, turning them into engaging content for prospective and current students.
- Work with student ambassadors and content creators to support the creation of authentic student-led content, helping with ideas, content capture, coordination and practical support.
- Support social media campaigns and activity by creating content assets, coordinating materials and ensuring content is delivered accurately and on schedule.
- Build positive working relationships with colleagues across the university and within selected Schools to identify stories, opportunities and content that showcase the university's people, experiences and impact.
- Support the monitoring of social media activity by gathering insights, tracking engagement and contributing to understanding what content resonates with audiences.
- Maintain awareness of developments in social media platforms, digital trends, content formats and audience behaviours, sharing ideas and opportunities with the wider Social and Content team.

## Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- Managing a varied workload, balancing planned social media activity with reactive requests and changing priorities, ensuring content is produced accurately and to agreed deadlines.
- Creating, scheduling and publishing content across digital channels, exercising judgement to ensure content is accurate, engaging and consistent with the University's brand guidelines, seeking guidance where required.
- Monitoring social media channels to identify routine enquiries, comments and potential issues, responding where appropriate and escalating more complex or sensitive matters in line with agreed procedures.

## Facts & figures

The Social Media and Content Assistant is part of the Social Media and Content team in the External Engagement directorate which is a centralised professional function and is comprised of Student Recruitment, Communications, Development & Alumni, Outreach and Partnerships and Admissions. The purpose of the directorate is to Promote the university to attract students, staff and funding.

## Internal & external relationships

**Internal:** Students and staff; other external engagement teams

**External:** Relevant external providers and media

## Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

(Delete if not applicable)

- Regular use of Screen Display Equipment
- There may be a requirement to work evenings and weekends

## Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

### Essential Criteria:

- Educated to A level or equivalent (A)
- GCSE Maths & English (grade C/4 or above) or equivalent (A)
- Experience of using social media platforms (e.g. Instagram, Facebook, LinkedIn, TikTok or X) for personal, voluntary or professional purposes, with an understanding of how different channels are used (A, I)
- Good written communication skills, with the ability to produce clear, accurate and engaging copy for digital channels (A, I)
- Ability to create simple digital content, including taking photographs and short videos using a smartphone and making basic edits using standard software or apps (A, I)
- Awareness of the importance of brand guidelines and the ability to produce content that is consistent in style and tone (A, I)
- Experience of supporting the delivery of communications or marketing activities, including organising content, scheduling posts or updating digital content (A, I)
- Good organisational skills, with the ability to manage a varied workload, prioritise tasks and meet deadlines (A, I)
- Good interpersonal skills, with the ability to work effectively as part of a team and build positive working relationships with colleagues and a wide range of stakeholders, including students (I)
- Good attention to detail and ability to work accurately when preparing content and checking information (A, I)
- Basic digital literacy, including confidence using Microsoft Office and a willingness to learn new digital platforms and systems (A, I)
- A firm commitment to fostering a working and learning environment that is respectful, inclusive and values diversity, including diversity of thought, and which enables staff and students from a wide range of backgrounds to thrive (I)

### Desirable Criteria:

- Experience of monitoring social media activity and identifying comments or enquiries requiring escalation (A, I)
- Basic understanding of social media analytics and performance reporting (A, I)
- Experience of working within a higher education, public sector or similarly complex organisation (A)

*Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage*