

Job Description

Social Media and Content Officer

Salary:	Grade 6
Contract:	Full time, ongoing
Location:	Canterbury Campus
Responsible to:	Social Media Manager
Job family:	Administrative, professional and managerial

Job purpose

The Social Media Officer will be responsible for sourcing, producing and scheduling engaging and sharable social media content across a number of key University platforms and accounts. They will handle most of the day-to-day management of our core feeds, ensuring we post high-quality, channel-specific content in line with strategic objectives and continue to boost engagement and reach with our content through creative applications of the University's brand.

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.

- Produce both proactive and reactive content in line with agreed campaign plans and emerging opportunities, including drafting copy, gathering photo and video content from events, conducting vox pop interviews with students and staff, designing social media graphics using brand templates and supporting student content creators to produce high-quality, engaging content
- Identify story opportunities for social media from across the University, working closely with the News & Press and PR Campaign teams to create social-specific angles on Kent news and activity
- Oversee day-to-day management of our core social media feeds, including monitoring for issues and opportunities, escalating issues and engaging directly with followers
- Act as a point of contact for social media queries, advising, training and supporting colleagues, schools and departments to develop their social media presence to ensure we maximise impact
- Support the Social Media Manager with producing regular analytic reports on our social media performance, tracking and summarising performance data across our feeds and adjusting tactics accordingly • Remain abreast of latest developments in social media, identifying opportunities to develop out output and performance either through adopting new channels or taking advantage of trending topics to ensure we retain a cutting edge and relevant presence
- Support the creation of an ambitious, supportive and collaborative culture, both within Communications and through daily work with other teams; promote equality, diversity, belonging and inclusivity and an approach that inspires people to bring their best every day.
- Deputise for the Social Media Manager as required

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.

- The post-holder will need to scan wider social media to identify trends and opportunities, moving quickly to produce content that helps us maximise engagement across our feeds; this will include using their

judgement to assess which stories best fit within our overall brand to ensure our feeds always have a clear focus and support wider strategic objectives

- The role will often be subject to conflicting and changing demands, meeting campaign-specific deadlines while also being adaptable to adjusting circumstances
- The post-holder will also work on and be exposed to reputational or crisis management issues, requiring an ability to work quickly under pressure, often with sensitive or challenging information – this will require careful judgement, including when and how to escalate issues to ensure a timely response

Facts & figures

The Communications Team strives to build the University's reputation through multi-channel, mixed media campaigns that set out a compelling narrative based on our University strategy. Working across press, PR, social media and internal comms, the team lead on communications with key local, national and international audiences, ensuring clear and consistent messages are delivered in creative and dynamic ways to help make the University stand out in a crowded market. With responsibility for reputation management, including crisis response, the team take an active role in positioning the University as a leader in key strategic areas, demonstrating the breadth of our ambition and the supportive culture that drives our day-to-day activity.

Internal & external relationships

Internal: Communications Sub-Teams (News & Press; PR Campaigns; Internal Comms); Engagement Directorate; Future Student Directorate

External: Local Government and related organisations; partner organisations; other media professionals

Health, safety & wellbeing considerations

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

- Regular use of Screen Display Equipment
- Repetitive limb movements
- Pressure to meet important deadlines such as might be inherent in high profile projects
- 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:

- First degree or equivalent qualification in a relevant area, or experience working in a similar role (A)
- Substantial experience and expertise in using social media to achieve strategic objectives within a complex organisation, across a range of platforms and channels (A, I)
- Demonstrable knowledge of best practice in social media, including an awareness of developing trends and an ability to spot a social 'story' (A, I)
- Excellent content production skills, including basic photography and video shooting and editing skills using a smartphone (or equivalent); copywriting for specific channels; and basic design work using brand templates (A, I)
- Demonstrable understanding of brand and an ability to create content in line with brand guidelines, including writing to specific tone of voice guidance (I)

- Experience in monitoring social media accounts to identify and escalate issues (I)
- Ability to analyse social media data and produce related performance reports (A, I)
- Excellent interpersonal skills and the ability to build effective working relationships and handle a wide range of contacts to good effect, including with students and younger audiences (I)
- Fast and efficient with an ability to work flexibly and creatively, balancing competing demands across a range of campaigns and reactive opportunities (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:

- Ability to use specialist film and photography equipment, including complex editing software (A, I)
- Graphic design or illustration experience (A, I)

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