**Job Description:**

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| **Post:** | ***Social Content Administrator*** |
| **Salary Grade:**  **(Fixed Point)** | *Grade 3, Spinal Point 10 (FTE Salary: £20,113.44)*  37 hours, 52 weeks |
| **Responsible to:** | *Marketing & Recruitment Manager* |
| **Responsible for:** | *N/A* |
| **Location:** | *This role will be based at one campus, however, there will be regular events and projects that require travelling to the other campuses.* |

**Key Purpose:**

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| **1.** | Be the voice of HSDC for the 16-18 market. Create content for a variety of channels, predominantly social media, adhering to brand guidelines to actively recruit this audience. |
| **2.** | Plan and deliver the cross-college recruitment events being the internal and external point of contact for these. Ensuring outstanding communication and delivery. |
| **3.** | Compile monthly financial reports to highlight any spending anomalies as well as budget availability for campaigns and events throughout the year. |

**Key Responsibilities and Accountabilities:**

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| **A** | Develop content ideas with the ability to create content to work cross platform with due consideration for both brand effectiveness and audience user journey. |
| **B** | Present ideas, pitches and proposals for creative content to recruit 16-18’s and recommend the appropriate channels or mix of channels and expected outcomes. |
| **C** | Use industry-standard tools and packages to develop, create and produce written, video and photographic content for target audience. |
| **D** | Research 16-18 user experience and utilise findings to produce an operational content strategy focussing on maximising awareness and engagement. |
| **E** | Populate the designated 16-18 social media channels utilising scheduling/listening tools (Hootsuite) whilst adhering to brand guidelines, |
| **F** | Evaluate new social channels for this audience as and when they emerge, making strategic business cases for them if/when appropriate. |
| **G** | Manage the college external advertising for 16+ campaigns booking, schedules, deadlines, artwork and scripts ensuring brand management, cost effectiveness and attention to detail. |
| **H** | Plan and deliver the 16-18 College recruitment events including - Open events, festivals and award evenings, communicating with the wider college to ensure the smooth running of these crucial recruitment and PR opportunities. Liaise with external suppliers to ensure cost-effectiveness and value for money. |
| **I** | Assist in the overall smooth running of the office, including ordering stationery and supplies and maintaining the office diary. |
| **J** | Manage purchase orders and create budget spreadsheets.  Produce monthly reports of spend to the Director of Marketing and Admissions. |
| **K** | Work as part of the Marketing Team, participating fully in events for all customer segments, including Open Evenings and College Experience Days which will involve occasional evening and weekend work. Show a willingness to work with other members of the team on special projects. |

**Cross-College Responsibilities and Accountabilities:**

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| **1** | Participate in Performance Management and professional development activities as required. |
| **2** | Value and promote diversity and equal opportunities. |
| **3** | Work within health and safety guidelines and be aware of your responsibilities for health and safety. |
| **4** | Fully support and adhere to the College approved strategies, policies and procedures. |
| **5** | Be responsible for safeguarding and promotion of the welfare of children, young people and vulnerable adults. |
| **6** | Support the College’s quality initiatives, promoting the values of the College and ensuring that outputs meet quality standards |
| **7** | Provide the best possible service to customers (both internal and external) in line with College standards. |

This job description is current as at the date shown below.

In consultation with you, it is liable to variation by management to reflect or anticipate changes in or to the job. You are liable to undertake such other duties as may reasonably be required of you, commensurate with your grade, at your initial or present place of work or at any other of the College’s operational sites.

**Person Specification**

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| **QUALIFICATIONS & TRAINING** | **Essential** | **Desirable** |
| Level 3 Qualification in English and Maths | E |  |
| A professional marketing qualification e.g. CIM, IDM or working towards this. | E |  |
| **KNOWLEDGE, EXPERIENCE & UNDERSTANDING (CURRENT)** |  |  |
| Excellent communication skills, both written and verbal and the ability to communicate to a diverse range of people at all levels. | E |  |
| Experience in using/populating social media platforms including YouTube, TikTok, Snapchat and Instagram. | E |  |
| Experience of working within a recruitment environment. | E |  |
| Experience of planning and running large recruitment events. |  | D |
| Experience of creating video, for personal or professional social media channels |  | D |
| **SKILLS & ATTRIBUTES** |  |  |
| An ability to tell stories through creative content | E |  |
| A passion for creating content for creative and digital media | E |  |
| Strong Microsoft, Google / Adobe skills | E |  |
| Strong administrative skills | E |  |
| Experience in analysing data to identify trends and patterns. | E |  |
| Strong time management, organisational skills and attention to detail. | E |  |
| A flexible and proactive approach; able to react quickly to changes in circumstances and environment and meet tight deadlines. | E |  |
| Self-motivated with the ability to be innovative and display initiative | E |  |
| Ability to work alone and within a team | E |  |
| Access to own vehicle and full driving licence | E |  |