

Role Profile

Role title:	Social Media Coordinator
Salary:	£24,520 - £26,640
Full/Part Time:	Full-Time
Contract term:	Fixed-Term until end of July 2026
Accountable to:	Social Media & Communications Manager
Accountable for:	N/A
Hours:	Standard hours are 35 hrs per week – these hours can be worked flexibly we are happy to discuss alternative working patterns
Location:	Usually located at the main Students' Union Building, and there is an option for some home working where duties do not need to be delivered on site. The amount of days working from home can depend on content plans that require time to be spent on campus.
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK
Benefits:	We offer a great range of benefits. You can see them here .

Our Organisation

We are Manchester Students' Union, the biggest SU in the country, supporting over 40,000 students throughout their time at university. We help to make student life the best it can be by supporting students to campaign for change, creating opportunities to meet new people, providing employment opportunities, providing advice and support and being a safe place on campus.

We are a values-centred organisation that employs around 90 permanent, full-time members of staff. We recruit a wide range of roles throughout the year within all our departments from our Commercial team operating Manchester Academy Venues, 13 Media, Bar 532 & Kitchen and Corridor Coffee to our Student Activities, Student Engagement, Marketing and Communications, Finance, HR and Facilities teams. Our team of around 400 part-time, studying staff are instrumental in providing support to all departments as well as leading major projects like Student Angels. When you join UMSU, you'll be immersed in an environment that empowers staff to make great things happen and we're always on the lookout for innovative, passionate, and proactive people to join us.

Our staff team is led by our senior leadership team who are instrumental in driving our strategy at UMSU. It's made up of our CEO, COO, 3 Directors and 2 Associate Directors. We are governed by our trustees and Exec Officers, you can find out more about that [here](#). All our permanent, full-time roles are graded (Grade A-E) which means that there is a clear path to your development and progression whilst at UMSU.

Our Organisational Values

Our values are really important to us and shape the work that we do every day. As part of our recruitment process, we want you to demonstrate how your experiences, behaviours and skills align with our values.

Our values are

- We put students at the heart of what we do
- We provide a 'great experience' service
- We believe in improvement and progression
- We are a community
- We are open and transparent
- We are inclusive

You can find more detailed explanations of our values on [our website](#).

Role Overview

As the Social Media Coordinator, you'll play a key role in shaping how the Students' Union connects with its 40,000+ student community. Sitting within the Social Media & Communications Team, you'll support the Union's mission to empower students and enhance their university experience by curating engaging, creative, and inclusive content across our digital platforms like Instagram, TikTok, LinkedIn, YouTube and WhatsApp.

You'll be central to how we amplify student voices, raise awareness of campaigns and opportunities, and help students feel part of a vibrant and welcoming community. By coordinating a team of student content creators, you'll support the delivery of fresh and authentic stories that reflect the diverse experiences of students at Manchester. Your contribution will help ensure we're on the channels that students are and that our content is timely, relevant, representative, and fun.

This role sits within the Social Media & Communications Team, which is responsible for how the Union communicates with students, staff, and partners. The department exists to ensure students are aware of what's available to them and feel excited, included, and empowered to get involved. Whether promoting events, delivering impactful change campaigns, or building our digital community, everything we do aims to make the Union more accessible, student-led, and representative.

You'll align closely with the Students' Union values, especially our commitment to:

- **Putting students at the heart** of everything we do, by championing their voices and helping them feel seen and heard online;
- **Providing a great experience**, through creative, engaging and responsive social media content;
- **Believing in improvement**, by staying ahead of trends and using insights to make our platforms stronger and more inclusive;
- **Being a community**, by connecting students from all backgrounds and celebrating what makes the Manchester student experience unique;
- **Being open and transparent**, ensuring we communicate honestly and accessibly across all channels.

If you're passionate about social media, storytelling, and student experience, this is your chance to make a real impact at one of the UK's most diverse and exciting Students' Unions.

Key Result Areas

Responsible for	Contributor to
Planning and delivering engaging, inclusive social media content across Instagram, TikTok, LinkedIn and other relevant platforms—ensuring a consistent posting schedule with a minimum of 15 pieces of original content published each month.	Supporting the delivery of Students' Union campaigns , contributing creative content ideas and ensuring digital outputs align with campaign goals and timelines.
Monitoring social media performance and producing monthly reports using tools like Meta Business Suite, TikTok Analytics and Google Analytics—providing insight and recommendations to improve engagement, reach and audience growth.	Collaborating on the coordination of the social media calendar , using Airtable to ensure alignment of messaging, avoid content clashes and highlight key organisational priorities.
Coordinating a team of student content creators , ensuring content is delivered on time, creatively aligned with SU messaging, and reflects the diversity of the student body.	Contributing to the development of inclusive and accessible content , by applying best practices in alt text, captions, and tone, and working closely with the Social Media & Communications Manager to ensure representation across platforms.

Organisational Stewardship & Leadership Responsibilities

- You'll participate in team planning days.
- You'll assist in key Students' Union events & activities throughout the year including Welcome Week, elections and supporting the officers in delivering their plans.
- You'll perform duties in line with the Union policy & procedure framework.
- To contribute to maintaining communal areas and team stores

Person Specification

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Education				
Current student at the University of Manchester and graduating at the end of the 24/25 academic year.	✓			
Skills				
Content creation – own a portfolio of original, engaging and impactful content produced for a variety of audiences across multiple social media platforms. (Share links of examples in application form)	✓			

Digital media production – has experience using software such as CapCut or the Adobe Suite to edit photo or video content for a social media account (brand or personal project) with a set goal or consistent look/feel. (Share links of examples in application form)	✓			
Project delivery & campaign execution – successfully delivers a marketing/communications project to meet a specific objective within an established deadline.		✓		
Strategic collaboration – Works with other accounts or creators to generate social media content with a shared message or objective.		✓		
Audience researcher – Takes time to understand who you are creating content for and why a message will or won't resonate with an individual or group.		✓		
Constructive feedback – Gives and receives regular feedback to others in order to enhance output.		✓		
Community management & moderation - Confident in managing online communities by engaging with followers through comments, DMs, and live interactions—fostering an empathetic tone while handling sensitive, negative, or crisis situations with professionalism and care.	✓			
Personal Attributes				
Trend awareness and fluency - Interested in social media and digital communications trends, best practice, and emerging channels.	✓			
Analytics driven decision making - Understands the value of digital marketing metrics (i.e. likes, shares, clicks) to improve content performance.		✓		
Organised – Uses own initiative to manage workload, ensuring personal deadlines are met, whilst offering innovative solutions to problems.	✓			
Adaptable – Able to adapt quickly to changing timelines or priorities,	✓			

responding to real-time events and updates by creating or adjusting content to ensure relevance, accuracy, and maximum engagement.				
Creative storyteller – Enjoys turning a complex or challenging topic into something that has some level of appeal or hook for everyone.			✓	
Values & Behaviours				
Align with the SU's values and behaviours both personally and professionally				✓
Active Bystander – continually seeks to dismantle barriers, ensures all working practises are accessible, seeks to ensure all voices are heard and factored in when making decisions		✓		

Our Recruitment Process

The way that we recruit is designed to be fair, transparent, and inclusive as well as being an enjoyable experience for everyone involved. You should expect to receive great communication and a warm, welcoming experience.

Every member of staff is recruited the same way, by submitting an application form and attending an interview. We use a recruitment platform called StaffSavvy where you'll submit your application and book interviews, if successful.

Our process allows you to show us your authentic self, gives you a platform to display your skills and knowledge in relaxed and welcoming setting. We'll never put you under any necessary pressure on you, ask you trick questions or interrogate you in an interview and we'll support you all the way through our process.

You can find more information about our recruitment process on [our website](#).