

JOB DESCRIPTION

Post title:	Social Media Coordinator
Salary:	£23,320
Full/Part Time:	Full Time
Contract term:	Fixed Term until 31st July 2025
Date of Writing:	April 2024
Accountable to:	Social Media & Communications Manager
Accountable for:	N/A
Hours	Standard hours are 35 hours 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 current University of Manchester students who are graduating in July 2024 or graduated in 2023 with relevant skills and experience who are eligible to work in the UK.
Benefits	<p>We offer staff many benefits including</p> <ul style="list-style-type: none">• Annual leave 30 days + Christmas close (or equivalent) + bank holidays• Employer pension contribution matched up to 8%• Hybrid / flexible working (where possible)• Enhanced sick/maternity/paternity/adoption pay• Needs based compassionate leave• Travel loan scheme• Free/Subsidised Manchester Academy gig tickets

Purpose of the Role

As a Social Media Coordinator, you will be an integral part of the Students' Union's Social Media & Communications Team, responsible for coordinating a team of students to create engaging and innovative social media content that resonates with the target audience. By closely collaborating with the Social Media & Communications Manager and other team members, you will stay up-to-date with the latest trends and inspirations, utilizing a range of platforms from Instagram to TikTok. Your analytical skills will also come into play, as you monitor and evaluate the success of social media campaigns, providing valuable insights to improve performance. Ultimately, your goal will be to help the Students' Union enhance its online presence and engage with its community like never before.

Typical Working Day

A typical working day as a Social Media Coordinator may involve a variety of tasks to keep you engaged and motivated. You may start by reviewing the social media calendar and prioritizing tasks for the day, including supporting students to create content for Instagram and TikTok, monitoring the performance of previous posts, and brainstorming new ideas to improve engagement. This may involve being in our office, working from home or working across the city and campus.

An element of this role will be generating ideas and concepts for content which may include filming, taking photographs and then working with our student content creators to further develop those ideas for our channels. You would also brief our design team on creating artwork, graphics and other assets to utilize across all of our social media and digital channels.

Throughout the day, you will collaborate closely with the Social Media & Communications Manager and other team members to ensure your work aligns with the overall strategy. You may also need to attend virtual meetings or check-ins to provide updates and receive feedback on your work.

If you need any assistive tools or technology to do your job well, like captions or audio descriptions for videos, you can discuss this with your line manager so they can help you get what you need.

Principal Duties

Role specific

- Plan and deliver social media content, such as stories, videos, images, blogs and more. You will work closely with the Social Media & Communications Manager and wider members of the Students' Union to deliver key messages and updates to our members
- Monitor social media trends and seek inspiration for content creation across all social media platforms including Instagram, TikTok, LinkedIn and any emerging social channels.
- Use analytics and reporting tools such as Meta Business Suite and Google Analytics to monitor and support the evaluation of our social media activity, in addition to creating paid ads.
- Support the management of a social media calendar using Airtable. You will ensure that messages and campaigns don't conflict with one another, balancing our social media content so members know exactly what the SU is saying to them.
- Other duties of a similar nature as required by the Social Media & Communications Manager

Organisational stewardship & leadership

- To participate in team planning days
- To assist in key students' union events & activities throughout the year including Welcome week, elections and supporting the officers in delivering their plans
- Raising purchase and sales orders as instructed by budget holders, ensuring all financial paperwork is passed to the finance team and role is performed in line with Union financial framework
- To perform duties in line with the Union policy & procedure framework
- To contribute to maintaining communal areas and team stores

PERSON SPECIFICATION

Criteria	Essential or desirable	Assessed Via	
		Application form	Interview
Qualifications			
Current student at the University of Manchester and graduating in July 2024 or who graduated in 2023.	Essential	✓	
Experience			
Demonstrable portfolio of original, engaging, and impactful content for a variety of audiences across multiple social media platforms.	Essential	✓	
Supporting others to deliver projects or tasks to an agreed objective or standard	Essential	✓	
Experience in successfully completing social media content creation to established deadlines.	Essential		✓
Knowledge & Skills			
Demonstrable knowledge of social media and digital communications trends, best practice, and emerging channels.	Essential	✓	
Demonstrable creativity with relevant digital skills to create compelling content (e.g., photography, videography, live video, graphic design, illustration).	Essential		✓
Demonstrable insights into university students as a target audience	Essential		✓

Personal Attributes			
Demonstrable ability to use own initiative to manage workload to ensure personal deadlines and targets are met whilst offering creative & innovative solutions to problems.	Essential	✓	
Actively seeks feedback: listens to and understands different perspectives	Essential		✓
Values & Ethics			
Understanding of and commitment to the principles of equality & diversity and the Union values (see following section)	Essential		✓

What are our values?

We put students at the heart of our work

We believe that student experiences are a priority and that we need to help students make the most of their journey while studying at University of Manchester. We are committed to supporting our students in their education, employment and activities by integrating student opinions into our work. We will seek to empower and represent our students as we believe we know our students better than anyone else.

We provide a 'great experience' service

We believe that in order to have a lasting positive experience, we need to provide the best levels of service to students, colleagues and external stakeholders. We endeavour to provide the best support and service while promoting positivity and friendliness.

We believe in improvement/progression

We believe that to be the best we can be as a union we should be striving to develop new ideas and improve existing services to support the diverse and fast-changing needs of our students. By continually reflecting and reviewing what we do and acknowledging areas for improvement and growth we can become a sector-leading organisation. We are committed to listening to our students and our stakeholders to gain useful feedback and ideas that we can use to constantly improve every aspect of our business.

We are a community

We believe that seeking opportunities to work with students, colleagues, and external stakeholders is necessary to develop ideas and deliver activities as we recognise the passion, knowledge and creativity of Manchester. This is important as we look at the bigger picture – we gain multiple perspectives which leads to better planning and more inclusivity. We will try and foster communities to create a sense of belonging as we continually seek to learn from our communities.

We are open and transparent

We believe that a great union should communicate openly and provide a clear reasoning in its decision making in order to earn the trust from students, staff and stakeholders. We must maintain active communication with students, making sure that they are a part of our decision-making process and being transparent about both our successes and failures. We need to deliver on the outcomes of our democratic processes, never diverting from the truth or creating false narratives.

We are inclusive

We believe that our work and priorities should reflect the whole of the diverse community we serve in way that recognises and celebrates our differences. To do this we are seeking to include a diverse range of voices, beliefs and values in all of our work. We will identify the barriers and structures in place that are limiting students, staff and stakeholders; seek to bring these barriers down; and examine our role in creating them.

Liberation. Equality, Diversity & Inclusion Statement

What is Liberation, equality, Diversity & Inclusion at the Students' Union?

The purpose of the Students Union is to ensure that we are supporting and advocating for the 40,000 students of the University of Manchester.

We aim to ensure that the Students' Union is a welcoming and accessible space where all of our students are treated with dignity and respect. We do this by ensuring that we are consciously removing barriers to students' participating in our many activities. As such it is an essential part of all of our staff team's roles to be conscious of the kind of barriers encountered by different groups and to proactively take steps to remove them from all activity.

[Collective Liberation Guide](#)

Who & how does this role support?

This role supports the students of the University of Manchester. At the University of Manchester, we value and celebrate diversity in all its forms. We recognize that our student body is made up of individuals from different backgrounds, cultures, and experiences, and we are committed to creating an inclusive environment where everyone feels valued and supported.

How does liberation impact on this role?

As a Social Media Coordinator, you will have the opportunity to work closely with the Students' Union to support our diverse student population. This includes students from different ethnic, racial, and cultural backgrounds, students with disabilities or access requirements, LGBTQ+ students, and students from low-income households.

Your role will be critical in ensuring that our social media platforms are inclusive, accessible, and representative of the diverse experiences and perspectives of our student community. You will work closely with the Social Media & Communications Manager and other team members to develop content

that is sensitive to the needs and experiences of our students and promotes diversity, equity, and inclusion.

We are committed to creating an environment where all students feel safe and supported, and we expect the successful candidate to share this commitment. As a Social Media Coordinator, you will play a key role in promoting our principles of equality and diversity, and in championing the voices of our diverse student population. We welcome applications from all candidates who share our values and are committed to making a positive impact in our community.