



OPPORTUNITY

Where change
gets real.



Reference: 1305-26

Grade: 06

Salary: From £27,319 to £29,588 per annum, depending on experience

Contract Type: Full Time

Basis: Permanent

Job description

Job Purpose:

The Social Media Coordinator will support the delivery of the Digital Marketing Team social media strategy for the University. Delivering clear messaging and engaging content to our key audiences such as Prospective Students, Current Students, Business and the local community. This activity will take place across our five key social media channels: Instagram, TikTok, LinkedIn, X and Facebook. In addition to any emerging platforms where a large proportion of our audience can be found.

Reporting to the Digital Content Manager and working with students enrolled onto the Student Content Creator Scheme, the postholder will engage our online communities through the creation of engaging short form content, in addition to carrying out the administration and scheduling with content from stakeholders across the university.

Main Duties/Responsibilities

- ▶ Plan content for Aston's main central social media channels with the Digital Content Manager and monitor activity on a day-to-day basis on communities including Facebook, Twitter, Instagram, TikTok and LinkedIn.
- ▶ Input into the development and implementation of a forward-looking social media strategy to meet the needs of all of our beneficiary groups. Work with the Digital Content Manager to plan social media content, and develop processes and technology required to deliver our latest brand and communication strategies.
- ▶ Create imaginative and compelling content for all social media channels, adapting it accordingly to best meet the needs of the audience and platform. This includes imagery, graphics, short for video/vlogs, paid-social advertising campaigns and assets.
- ▶ Work with colleagues across the University, especially the Press and Communications team, to ensure that an appropriate balance of content is published through the central and the college-based channels, so that outbound communications are always published from the channel that best serves its audience.
- ▶ Work with the team of Student Content Creators to brief and co-ordinate the production of short form social media content.
- ▶ Monitor and respond to messages in an appropriate tone, and alert relevant staff if issues need to be brought to their attention.
- ▶ Adhering to and promoting Aston's social media policy at all times and being an advocate for appropriate usage across the University.
- ▶ Work with colleagues across the University on the use of social media during crises and emergencies.
- ▶ Report on the performance of our social media channels and specific campaign activity to the Digital Content Manager.
- ▶ Identify opportunities to optimise content, processes and technology to ensure our channels are constantly improving.
- ▶ Work with the Digital Development Manager to evolve our social media publishing tools so that they continue to meet the needs of the University.
- ▶ Work with our Paid Media to support their social media campaigns through data, analytics and content optimisation across our social media channels.

Additional responsibilities

- ▶ Engage in ongoing personal and professional development to stay informed about best practices in communications, digital content management, and trends in higher education
- ▶ Promote diversity, inclusivity, and well-being in all communications and support the university's environmental sustainability initiatives
- ▶ Contribute to the health, safety, and well-being of students and staff through clear and effective communication
- ▶ The post holder will be expected to support key university activities including Graduation in July, A Level Results Day in August, Enrolment in September and may be required to work at open days/applicant days (circa three Saturdays per year)
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

Other Requirements

- ▶ This post is subject to a satisfactory DBS (Disclosure and Barring Service) check.

Person specification

	Essential	Method of assessment
Education and qualifications	▶ Level 3 (i.e. A/AS Level) including English Language, Media or equivalent qualification	Application form
Experience	▶ Experience of working with companies or organisations on digital marketing activity Have a good working knowledge of social media platforms and their respective users (Facebook, X, YouTube, Instagram, TikTok etc.) and how each platform can be utilised in different scenarios. ▶ Experience of producing videos, graphics and other content to be used on social media. ▶ Experience of using social media publishing and measurement tools, such as Orlo, Hootsuite, Google	Application form, Interview and/or test

	Essential	Method of assessment
	Analytics and the main social media platforms themselves.	
Aptitude and skills	▶ Good written English language skills with proof reading and editing skills. ▶ Ability to deliver projects and work productively as part of a team. ▶ Ability to handle a number of tasks simultaneously, and work well under pressure. ▶ Excellent visual communication skills, including the ability to use Adobe Photoshop, Adobe Express, Canva or similar applications ▶ Passionate about using social media content design and monitoring digital trends. ▶ Be able to develop a wide array of creative and engaging social media collateral, and the ability to understand the most appropriate approach for each social channel. ▶ An understanding of the contribution that social media has to the wider digital marketing mix, and how to develop integrated approaches to multichannel comms should be approached, and measured. ▶ Good interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively.	Application form and interview

	Essential	Method of assessment
	▶ Ability to empathise with the goals and values of the University.	

	Desirable	Method of assessment
Experience	▶ Experience of working in higher education sector ▶ Running paid social media advertising campaigns (e.g. Facebook, Instagram, LinkedIn etc) to reach appropriate audiences across the world. ▶ An understanding of video editing software such as Adobe Premier Pro or Capcut to edit and enhance shortform content. ▶ Working knowledge of other digital marketing tools, such as content management systems and digital analytics tools.	Application form
Other	▶ Knowledge of, and interest in, the UK Higher Education sector. ▶ A good understanding of current digital trends and developments.	Application form, Interview and/or test

University values

All staff are expected to demonstrate/promote the University's values and expectations, which are an integral part of our strategy and underpin the culture of the University. In addition, our leaders are expected to be accountable, help to execute strategic visions of the University and share and set clear expectations that inspire those around them.

Values + Behaviours



Innovation

We strive for excellence within ourselves and others, providing solutions to new and existing challenges.



Collaboration

We work best when we are collaborative, working together to contribute to the Aston community.



Ambition

We strive together for improvement and innovation looking ahead to see the bigger picture.



Inclusion

We treat everyone in our community equally and how they would like to be treated.



Integrity

We are open, honest and fair. We take ownership of the way we work and how we treat each other.

How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23.59 on the advertised closing date.

All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form, then please contact the Recruitment Team via recruitment@aston.ac.uk.

Contact information

Enquiries about the vacancy:

Name: Joshua Crawley

Job Title: Digital Content Manager

Email: j.crawley1@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@aston.ac.uk or 0121 204 4500.

Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy.

Salary scales: <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

Benefits: [Benefits and Rewards | Aston University](#)

Working in Birmingham: <https://www2.aston.ac.uk/birmingham>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK: Where an individual is subject to UK immigration control, they will require a visa to work in the UK.

The following individuals do not need a visa for the UK, but do still have to prove their right to work before employment can commence:

- **British Citizens or Irish Nationals**
- **EU/EEA/Swiss nationals with Settled or Pre-settled status under the EU Settlement Scheme**
- **Non-EEA nationals with Indefinite Leave to Remain/Settlement in the UK**

The main routes available for those who need a visa to work in the UK are **Skilled Worker**, **Global Talent** and the **Graduate Route**.

Please see UKVI guidance for further information on eligibility, knowledge of English requirements and approved test centres <https://www.gov.uk/skilled-worker-visa> You can also find further information on our candidate immigration [web page](#).

If you will conduct research in your role, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application. Please see our candidate immigration [web page](#) for further details.

Before you start and Right to Work

Right to Work Check

All employees must complete a Right to Work check before they commence work at Aston. HR will contact you during the onboarding process to arrange your check.

Cost of Living - Estate and Letting Agents

There are numerous Estate and Letting Agents that can help you find suitable accommodation. Useful websites for support and guidance

<https://www.gov.uk/government/publications/how-to-rent/how-to-rent-the-checklist-for-renting-in-england> and <https://www.citizensadvice.org.uk/housing/>

You can also use property search websites such as Rightmove or Zoopla.

Equal Opportunities

Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment.

Individuals will not be identified by name.

Data Protection

Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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