

**NORWICH
UNIVERSITY
OF THE ARTS**

**Social Media
Officer**

norwichuni.ac.uk



For further information on Norwich University of the Arts and our Community please visit www.norwichuni.ac.uk

We are one of the great British art schools: a specialist creative arts university that draws on 175 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.

We celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Arts Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are renowned for our teaching quality. We have been awarded Gold in the Teaching Excellence Framework (TEF) with the highest possible rating. We are the only creative arts and design university with a triple gold TEF rating.

We have been awarded 'Arts University of the Year 2025' by the Daily Mail. We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We were the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners, but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

**Professor Simon Ofield-Kerr,
Vice-Chancellor**



Committed to equality and valuing diversity

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change.

As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.



A BA (Hons) Film and Moving image Production student setting up in the Sir John Hurt Film Studio

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

Do you enjoy creating compelling and engaging social media content for a range of audiences? Are you able to juggle multiple projects in a busy and creative environment?

Social Media Officer

37 hours per week for 52 weeks per year, full-time

Salary:

£26,444 - £30,487 per annum

Closing date for applications:

23rd October 2024 11.59pm

Interviews will be held on:

8th November 2024

We are looking for a Social Media Officer to help develop and implement our social media strategy. Reporting to the Content Manager, this role is responsible for creating and managing content and activity across the University's social media channels and delivery of our online campaigns.

This role sits within the newly created Content division of the Marketing and Communications team. You will ensure social media activity and content are impactful, deliver an excellent audience experience, and reinforce key messages to raise the university profile amongst various audiences to support student recruitment and external engagement.

The successful applicant will need to have experience of social media management across multiple platforms, along with an up-to-date knowledge of current social media trends, behaviours and innovations.



Job Description

Social Media Officer

Reporting to: Content Manager





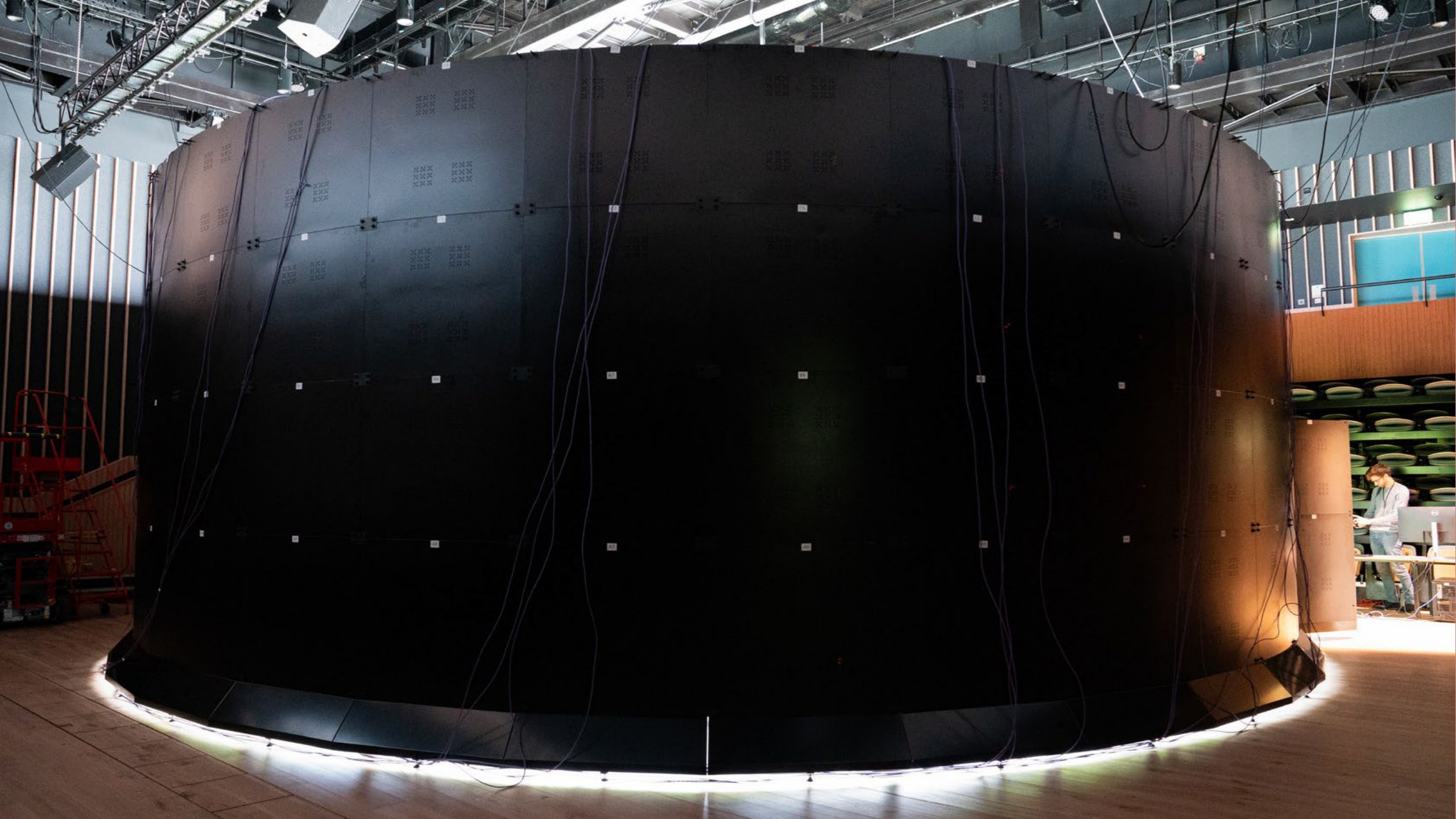
Job Purpose

- Manage and grow the University's brand-level social media presence across multiple platforms (which include TikTok, X, Instagram, Facebook, YouTube, blogs, and other developing social media channels relevant to the University's communications strategy) via organic and paid social activity.
- Plan and implement content marketing activities that increase brand awareness with our core target markets through the effective use of social media channels. This will include developing and implementing content marketing campaigns, monitoring social media channels to respond appropriately to posts/comments, and identifying issues that require escalation.



Main Responsibilities

- Plan and coordinate the day-to-day handling of all paid and organic social media channels such as Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube, adapting content to suit different channels. Manage any new social channels that are developed in the future which the University decides are essential
- Take responsibility for monitoring social media activity, responding to social media posts and developing discussions in an appropriate manner, signposting to other University services/depts where appropriate and escalating issues or items of concern to the relevant manager
- Work with colleagues across the University, including the Marketing, Recruitment and International teams, to create engaging multimedia and written content that is optimised fully to reach and engage the right audiences on the most appropriate platforms supporting our lead generation and student recruitment campaigns and targets
- Oversee the delivery of content plans for each channel focused on encouraging brand engagement and generating conversations across all channels
- Take an insights-led approach to social media content planning to ensure we are always improving on our approach, supporting our continuous improvement ethos
- Regularly evaluate content and social campaigns and use these insights to inform future work
- Take responsibility for ensuring quality of content outputs by assessing relevancy, accuracy, status, appropriateness, accessibility and timeliness of social media content
- Work with groups, communities, and social media account owners across the University, to share best practice and encourage a similar approach to quality control in other internal social media channels through regular meetings and training
- Stay up to date with audience mindset, the latest social media trends and digital technologies and sharing social media understanding across the team and University
- Work as part of the Marketing and Recruitment team, providing content, website, intranet support and cover, where required
- Working flexibly and supporting the organisation with the development and delivery of key University onsite and online events
- Undertake any other appropriate duties as may be required by the Content Manager or members of the team.



Person Specification

Essential

- Educated to degree level or equivalent experience in a similar role
- Significant hands-on experience in creating and delivering successful multimedia social content across different platforms to reach bigger and/or focused audiences
- Experience in leading or designing social media campaigns (organic and paid) to support marketing or sales objectives and reach new audiences, with a data-driven and target-focused approach
- Proven experience of creating, coordinating, publishing and scheduling content for an established brand, and channel management across multiple platforms, including Instagram, YouTube, Tik Tok, Facebook, Twitter and LinkedIn
- Demonstrable experience of utilising social measurement and reporting tools, and use of data to inform future social community management
- In-depth knowledge of social media environment and trends
- Good design and layout skills with the ability and awareness to work to brand guidelines
- Experience of successfully managing and protecting a brand and its reputation on social media
- Excellent written, verbal and interpersonal communication skills
- An excellent team player who thrives with collaboration and working co-operatively with others to achieve objectives
- Excellent organisational and time management skills, self-motivated, adaptable, resourceful and results orientated
- Excellent communication skills with the ability to build positive relationships with key stakeholders
- Understanding of governing and legal legislation (Data Protection, CMA)
- Strong knowledge of Office 365, including Outlook, Teams, PowerPoint, Excel, and Word
- Experience of updating websites (WordPress)
- Understanding of budgeting and monitoring
- Able and willing to work out of office hours (including evenings, weekends and public holidays) if required
- Prepared to travel in the UK on business.

Desirable

- Professional qualification, or evidence of training/development in social media marketing (CIM, IDM, etc.)
- Experience with photo editing packages such as Adobe Photoshop
- Experience with video editing packages such Final Cut and Adobe Premiere
- Good understanding of the characteristics and qualities that prospects / applicants / students / alumni want from a university
- Experience in customer segmentation, A/B testing & post campaign analysis
- Experience of using schedule tools, such as Hootsuite
- Understanding / experience of SEO

Further Information

Equality, Diversity and Inclusion

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

Health and Safety

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

Policies and Procedures

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

Staff Development

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

Confidentiality

We must maintain appropriate confidentiality in relation to our work and that of the University.

Variation to Job Description

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.



General Information

Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

Duties

Your duties and responsibilities are outlined in the job description

Starting Date

This post is offered on an indefinite basis from November 2024.

Hours of Work

The standard hours of work are not less than 37 hours per week.

Salary

This post is on an incremental salary scale. The salary for this post is Grade 5, which is from £26,444 to £30,487.

Annual Leave

Your annual holiday entitlement will be 22 days rising to 25 days after 5 years' service, plus 8 statutory days (pro rata). In addition, the University may grant 4 or 5 concessionary days leave per year when the University is closed.

Pension

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a "Career Average" salary basis to which the University currently contributes an additional 24.4%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

DBS Applications

Individuals applying for this role will be required to complete an on-line DBS check and to provide the requested original documentation for checking and photocopying as part of the application process. All costs for a disclosure and barring check will be met by the University. Failure of the individual to provide information that is directly relevant to any DBS check could lead to the withdrawal of an offer of employment.

Interview Expenses

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas.

Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route

Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.



Students in the control room of The Sir
John Hurt Film Studio in Boardman House

Application and Recruitment Process

Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

Submission of Application Form

Please submit your completed application form to jobs@norwichuni.ac.uk quoting reference **A1095** in the subject line.

Please note that we can only accept application forms in either PDF or DOC format.

The closing date for this vacancy is:
23rd October 2024 11.59pm

We regret we are unable to accept late applications.

Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be:
8th November 2024

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.

We would like to take this opportunity to thank you for your interest in this position and wish you success with your application.

If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Team by emailing jobs@norwichuni.ac.uk.



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