

Job title
Social Media Coordinator

DEPARTMENT: MarComms & Insight

DEPT PURPOSE: To support an outstanding student experience through the development and delivery of engaging marketing and communication, and effective insight.

REPORTING TO: Head of MarComms and Insight

DIRECT REPORTS: Flex Staff

PURPOSE OF ROLE: To support the organisation's MarComms needs, through planning and producing innovative content, primarily for our social platforms, and evolve our approach to deliver high student engagement.

IN PARTICULAR:

1. Produce high quality, creative, accessible social media content to engage our audiences
2. Maintain and develop Sheffield SUs social media platforms
3. Build strong relationships with staff and students to support our social media communication

KEY RESPONSIBILITIES
Produce high quality, creative, accessible social media content to engage our audiences

Idea Generation	Develop and produce creative, original, and engaging content ideas in response to varied briefs.
Content Capture	Capture high quality video and photo content for use across our channels.
Content Editing and Artworking	Use creative/editing platforms effectively and efficiently to produce attractive and timely content.
Ensuring Accessible Content	Ensure our content meets our accessibility standards and best practice.
Diverse Content Production	Ensure key activity and messages from across our diverse offer are regularly communicated across our channels.

Creative Exploration	Keep abreast of content trends and production approaches to develop our own engaging content.
Social Assets and Stock	Maintain social templates, alongside archive and stock material for use across our channels
Maintain and develop Sheffield SUs social media platforms	
Maintain Central Channels	Ensure our different social media platforms have purpose and audience, and remain 'on brand'
Social Calendar Oversight	Plan and populate the SUs social calendar , and have fresh, relevant, and engaging content.
Social Insight	Gather and analyse social media data to produce insight which helps us evolve our approach
Social Advertising	Coordinate social media advertising where appropriate to achieve set goals.
Support Sub Brand Channels	Monitor, collaborate with, and provide guidance for sub brand channels.
Build strong relationships with staff and students to support our social media communication	
Student Content Creators	Recruit, coordinate, and support student content creators to produce authentic content from a student perspective.
Student Leaders	Support our Student Officers, alongside other student leaders and members, to be highly visible across our channels.
Social Guidance and Training	Deliver support in the form of best practice / policy guidance and training to student societies and staff.
Build Strong Working Relationships	With the MarComs team, officers, core staff members, and colleagues in similar positions across the SU, University, and sector.

PERSON SPECIFICATION

Experience		Essential/Desirable
1	Excellent knowledge and experience of using Instagram, TikTok, and other social media platforms, for promotional / creative communications	Essential
2	Experience of capturing high quality video / photos	Essential
3	Experience of using video editing tools / platforms to produce attractive and accessible digital content.	Essential
4	Experience of working as part of a team and building positive working relationships all all levels	Essential
4	Experience in using social media management and advertising tools	Desirable
5	Experience of working with Canva	Desirable
6	Recent experience of being a University of Sheffield student and engagement with Sheffield Students' Union.	Desirable
Skills/personal attributes		
7	Excellent professional communication skills; written, verbal and visual, with the ability to work to a set brand tone and voice	Essential
8	Creative thinker, with the ability to develop engaging solutions to briefs	Essential
9	Comfortable with multitasking, with strong planning, organisational, and time management skills	Essential
10	Self-motivated, able to work independently, flexibly, and at pace	Essential
11	Confident in training, motivating, and supervising others to deliver high quality work	Essential
12	Understanding and appreciative of our diverse student audience and their differing needs	Essential
13	Passion for engaging social content and creative design / marketing	Essential
14	Friendly and personable. Confident in front of camera, and supportive to subjects when behind	Essential
Qualifications		
15	Educated to degree level	Essential