



JOB DESCRIPTION

Job Title:	Digital Communications Officer (Social Media)
Department / Unit:	Marketing and Communications
Job type	Professional Services
Grade:	6
Accountable to:	Head of Digital
Accountable for:	N/A
Purpose of the Post	
<p>The Marketing team is responsible for motivating and engaging target external audiences by identifying, bringing to life and effectively expressing Royal Holloway's stories through a variety of channels in the most inspiring, impactful and relevant way.</p> <p>The Digital Communications Officer (Social Media) is responsible for planning, managing and sourcing all major social media channel content; ensuring it is engaging, impactful and targeted at our key audiences.</p>	
Key Tasks	
<p>Directly manage, develop and update Royal Holloway's major social media accounts using a content plan (to include news and events, recruitment messages and wider engagement campaigns associated with the university's narrative) developed in coordination with key colleagues across Marketing and Communications and beyond.</p>	
<p>Develop and implement the policy of responding to social media queries and complaints, solving, rerouting or escalating as appropriate. Taking into consideration the 24-hour nature of such media, this will include reasonable out of hours monitoring by agreement with the Head of Digital.</p>	
<p>With the Head of Digital, develop and implement a social media strategy for the university, and deliver support in relation to best practice, in a range of formats, to ensure a consistent message and tone on all platforms across the organisation.</p>	
<p>Directly create, or commission, engaging, multimedia content for use on social media, that is both aligned to the brand and reflective of audience trends, including video, photography, infographics, case studies and user-generated content.</p>	

Identify and develop relationships with social media influencers across the university and beyond to help spread and amplify core messaging.
Proactively explore upcoming trends, platforms and developments within the field of digital communications generally, and particularly social media, in order to spot opportunities and share insight with colleagues.
Using analytics tools, work with the Head of Digital and other colleagues to monitor and evaluate Royal Holloway's presence on social media platforms, providing regular and ad hoc reports and recommendations to colleagues to inform strategic communications planning.
Plan and implement social media plans for overarching campaigns, including setting schedules and targets, identifying influencers, generating engaging content and amplifying supporter content.
Plan and implement social media plans for key university events, promoting beforehand and covering the event in person where agreed. Examples include the Science Festival, Open Days and Clearing.
Support colleagues within Marketing and Communications to advise on social media activity managed by colleagues outside the team e.g. within academic or other professional services teams.
Establish role as the 'go-to' person for social media queries, problems and challenges.
Become knowledgeable in the university's content management system in order to effectively support immediate colleagues on developing and uploading agreed website content, deputising where necessary.
Support some out-of-hours activities and events, in accordance with the university's TOIL policy. This includes, but is not limited to Applicant Visit Days and Open Days.
Volunteer time during the working day to support wider university priorities such as, but not limited to, Graduation and National Student Survey completion.
Any other duties as required by the line manager, Assistant Director or Director that are commensurate with the grade.
Other duties
The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the university. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.
The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.
Internal and external relationships

The following list is not exhaustive but the post holder will be required to liaise with:

- Marketing and Marketing Campaigns teams
- Internal Communications team
- PR team
- Events team
- Student Recruitment teams and Admissions
- IT team
- Academic staff
- Other Professional Services staff
- External digital services providers and agencies