**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Digital Communications Manager (Social Media)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department / Unit:</strong></td>
<td>Marketing and Communications</td>
</tr>
<tr>
<td><strong>Grade:</strong></td>
<td>RHUL 7</td>
</tr>
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<td><strong>Accountable to:</strong></td>
<td>Head of Digital</td>
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<tr>
<td><strong>Accountable for:</strong></td>
<td>Digital Communications Officer (Social Media)</td>
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</tbody>
</table>

**Purpose of the Post**

The Marketing Group 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.

Working in collaboration with colleagues or on their own projects as appropriate, and towards outcomes agreed with the Head of Digital, the Digital Communications Manager (Social Media) is responsible for the design and delivery of creative and efficient social media strategies that effectively grow and engage target audiences, to strengthen the University's reputation and support growth.

**Key Tasks**

1. Plan and lead the development and delivery of insight-driven, audience-led social media activity/campaigns on Royal Holloway’s core accounts, which directly support the University’s goals and the specific objectives of Marketing and Communications.

2. Ensure content is engaging, impactful and effectively delivered across multiple channels in organic and Paid contexts as relevant: including overseeing the production/commissioning of, and directly creating multimedia and written content, as well as implementing appropriate editorial quality control over content supplied from other sources.

3. Ensure an integrated approach to the planning and delivery of social media content, keeping colleagues across Marketing and Communications and the University consulted, engaged and involved.

4. Define and take responsibility for new social media strategies, campaigns, projects and policies – under direction of and in collaboration with the Head of Digital.

5. Be responsible for delivering an effective and comprehensive social media monitoring process, with the support of an identified group of colleagues across the team and Directorate.

6. Lead the development and implementation of a consultation, support and best practice model for colleagues and departments who are running their own social media accounts, ensuring they are equipped and empowered to use channels effectively and in
7. Ensure the integrity of the Royal Holloway brand and narrative within all social media and associated digital content.

8. Adopt and develop a data-driven approach to social media activity, by setting measurable goals for activity and reporting on effectiveness, using analytics and insights from relevant platforms to both show success of past, and inform future activity.

9. Proactively seek out and engage with emerging and future trends in the social media, broader digital communications, and audience landscapes, in order to optimise activity.

10. Proactively develop, grow and maintain effective working relationships and networks with key individuals internally and externally.

11. Be a role model for first class service delivery through own professionalism and the positive management of stakeholder expectations by establishing and adhering to agreed approval processes.

12. Be recognised by colleagues across Marketing and Communications and the wider University as a subject matter expert on all aspects of social media.

13. Support some out-of-hours activities and events, in accordance with the University’s TOIL policy. This includes, but is not limited to, University Open Days.

14. By agreement with the line manager, volunteer time during the working day to support University priorities such as, but not limited to, Graduation and NSS survey completion.

15. Any other duties as required by the line manager, Deputy 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 postholder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The postholder 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 postholder will be required to liaise with:

- Marketing and CRM teams
- External Communications team (PR and Media)
- Internal Communications team
- Student Recruitment and Admissions teams
- Development and Alumni Relations teams
- Equality, Diversity and Inclusion team
- Other Professional Services teams from across the University
- Academic colleagues at all levels
- Current students
PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

**Job Title: Digital Communications Manager (Social Media)  Department: Marketing & Communications**

<table>
<thead>
<tr>
<th>Knowledge, Education, Qualifications and Training</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by (Application form, Interview, Test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated to degree level or relevant equivalent professional experience.</td>
<td>x</td>
<td></td>
<td>Application form</td>
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<table>
<thead>
<tr>
<th>Skills and/or Abilities</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by (Application form, Interview, Test)</th>
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<tbody>
<tr>
<td>Excellent verbal and written communication skills.</td>
<td>x</td>
<td></td>
<td>Application form, interview</td>
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<tr>
<td>Excellent organisational and self-management skills.</td>
<td>x</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Able to take the lead on multiple projects and workstreams.</td>
<td>x</td>
<td></td>
<td>Interview</td>
</tr>
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<table>
<thead>
<tr>
<th>Experience</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by (Application form, Interview, Test)</th>
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</thead>
<tbody>
<tr>
<td>Track record of developing social media/digital communications strategies based on audience needs and informed by data insights.</td>
<td>x</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Extensive experience of managing a suite of social media channels, including scheduling content, enquiry management, monitoring and incident management.</td>
<td>x</td>
<td></td>
<td>Application form, interview</td>
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<tr>
<td>Experience of using analytics tools or insights to inform colleagues and digital communications activity.</td>
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<td></td>
<td>Interview</td>
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<tr>
<td>Experience of direct line management of staff.</td>
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<td></td>
<td>Application form, interview</td>
</tr>
<tr>
<td>Experience of directly creating multimedia content and using it to create engaging social media posts/campaigns.</td>
<td>x</td>
<td></td>
<td>Interview</td>
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<tr>
<td>Proven experience of engaging with a range of internal and external stakeholders at all levels of a business.</td>
<td>x</td>
<td></td>
<td>Interview</td>
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Other requirements

Ability to undertake occasional out-of-hours work. | x | Interview |