University of West London
The Career University

Job Description

Job title	Communications Officer – Social Media
School / department	Marketing, Recruitment and Communications
Grade	4
Line manager	Head of Communications
Responsible for (direct reports)	N/A
Date of creation or review	30/06/2025

Main purpose of the job

The Communications Officer (social media) will play a key role in promoting a positive image of the University across a range of communications channels with a particular focus on social media and digital channels to support the delivery of the University business objectives. The Communications Officer (social media) will have an excellent understanding of social media channels, and the skills needed to produce content tailored for a range of audiences.

The Communications Officer (social media) will also work across other communications disciplines from time to time as necessary.

Duties will include:

➢ Devising and producing content for the University's centrally managed social media channels, and engagement with key audiences on these channels.
➢ Monitoring, analysing and reporting on channel performance.
➢ Working collaboratively with stakeholders from across the University to promote the University's message, mission and goals to various audiences.

Key areas of responsibility

➢ Update and manage the University's key centrally managed social media platforms (X, Facebook, Instagram, LinkedIn, YouTube and Tik Tok), which includes content creation and scheduling, site moderation, engagement/customer service and reporting.

➢ Create and implement social media plans and strategies to support University campaigns and events.

➢ Work collaboratively with the wider marketing team, sharing ideas and integrating communications across on-line platforms. Work with other social media account holders across the University to ensure that social media best practice is followed and opportunities for positive coverage are maximised.

- ➢ Collaborate with paid digital media counterparts on bigger University calendar moments.

- ➢ Use social media analytics tools to provide regular reports on the effectiveness of channels to relevant stakeholders across the marketing, recruitment and admission teams.

- ➢ Assist with social support at University events including, open days, community events, public lectures, events for individual Schools.

- ➢ Identify social stories and cover events that appeal to the University's target audience and fit with UWL's wider messaging and disseminate accordingly.

- ➢ Maintain a strong working relationship with the UWL Students' Union to support the delivery of student
news.

- ➢ Undertake other appropriate tasks commensurate with the grade as required by
the Head of Communications.

In addition to the above areas of responsibility the position holder maybe required to undertake any other reasonable duties relating to the broad scope of the position. The post holder will be required to work outside of normal office hours and some weekend work as required.

Person Specification

	Criteria	Essential or Desirable[1]	Demonstrated[2]		
			Application	Interview	Test / Exercise
Qualifications and/or membership of prof. bodies	Degree or equivalent qualification	Essential	x	x	
Knowledge and experience	Experience of working in digital communications.	Essential	x	x	
	Demonstrable knowledge and understanding of UWL key social media platforms (X, Facebook, YouTube, Instagram, LinkedIn and Tik Tok).	Essential	x	x	
	Experience of engaging with a range of stakeholders on digital and social media communications.	Essential	x	x	
	2 years' experience in digital communications	Desirable	x	x	
	Knowledge of the higher education sector.	Desirable	x	x	
	All round knowledge and understanding of the media and communications discipline.	Desirable	x	x	
	Demonstrable understanding of how social media feeds into and complements wider communications strategy.	Desirable	x	x	
Specific skills to the job	Experience of generating engaging content for a wide range of audiences.	Essential	x	x	
	Ability to manage a range of social media platforms on behalf of an organisation.	Essential	x	x	

	Excellent copywriting, grammar and spelling skills.	Essential	x	x	
	Experience of monitoring and recording social media data for evaluation purposes.	Essential	x	x	
	Technical skills to enable production of content for relevant channels.	Essential	x	x	
	Experience of advising colleagues in social media best practice.	Desirable	x	x	
	Experience with Adobe design programs and Canva for content production.	Desirable	x	x	
General skills .	Effective communication skills, both written and verbal.	Essential	x	x	
	Evidence of being able to work under pressure and meet tight deadlines.	Essential	x	x	
Other	Excellent organisational and time management skills.	Essential	x	x	
	Ability to work on own initiative and lead key internal projects.	Essential	x	x	
	Ability to work as a member of a team with shared goals.	Essential	x	x	
	Excellent interpersonal skills.	Essential	x	x	
	Excellent working knowledge of Microsoft Office.	Essential	x	x	

Disclosure and Barring Scheme Is a DBS Check required: DBS (This post does not require a DBS check)

Before making a selection, please refer to the University's Disclosure and Barring Checks Guidance for Staff and Criminal Convictions, Disclosures and Barring Staff Policy and Procedure. If a DBS check is required for the role, a **Check Approval Form** will need to be completed.