

Social Media Content Producer

Department of Marketing and Communications

The Post	
Job Title:	Social Media Content Producer
Reference:	
Location:	Canterbury With occasional home working
Reports to:	Social Media and Web Content Manager
Responsible for:	This post holds no supervisory responsibility
HERA Reference	
Contract Type and Hours	Full-time Permanent Occasional evening and weekend work to assist with events.
Grade	E
For further information on the benefits of working at Canterbury Christ Church University please click here .	

Main Purpose of the Role	
<p>As a Social Media Content Producer, you will be responsible for creating, optimising and publishing content and copy for Canterbury Christ Church University's social media platforms and website. As a creative storyteller, you will promote the University within brand guidelines and ensure consistent messaging with the University's mission, values and capture and celebrate the diversity of voices within our learning and working environment, through writing, imagery, and film.</p> <p>You will understand the role of social media in achieving the University's marketing strategy, supporting other key strategic commitments and will help ensure that our digital platforms have the highest quality content, which is on brand, engaging, accessible, focused on the users' needs and authentically represents the diverse communities that our University serves.</p> <p>You will be expected to collaborate with a range of colleagues and students in the Department of Marketing and Communications, the wider university, and external stakeholders to continually improve audience's online experience by producing high quality digital content in support of our student recruitment, success and profile building opportunities.</p> <p>In addition, you will have experience in using content management systems and will generate content that incorporates SEO best practices, adheres to web accessibility and inclusive design practices.</p>	
Main Duties	
1	Plan, create and deliver high-quality multi-media social media content and website content, that accurately reflects the University's vision and strategic commitments and effectively promotes the University and engages our internal and external audiences, most specifically prospective and existing students, and alumni.
2	Work with the Social Media and Web Content Manager to manage the day-to-day running and maintenance of the University's central social media accounts, creating regular fresh content to engage our audiences and ensure messaging is inclusive and resonates with people from all backgrounds, race, ethnicity, gender identity, age, religion, ability, sexual orientation or otherwise.
3	Regularly develop and deliver creative projects such as photoshoots and film shoots, working with videographers, staff, and student ambassadors to produce content for student recruitment marketing and promoting the University's brand and reputation.
4	Continually expand the reach and growth of the University's social media presence. Tracking and analysing performance, using tools such as Google Analytics and social media reporting, and

	interpreting the data to make recommendations to improve the effectiveness and impact of our digital channels, the user experience, and student recruitment activities.
5	Work with the Social Media and Web Content Manager, and Senior Content Producer, to develop and manage the University's content schedule for key digital channels, to ensure that content priorities are designed and delivered to engage, educate and entertain, and served on appropriate platforms. Keeping up-to-date with the latest digital and social media trends, opportunities, and best practice.
6	Work collaboratively with our diverse communities to build content that is representative of all communities, promotes inclusion and celebrates the communities in which we serve.
7	Co-ordinate Student Content Creator team's priorities and tasks, working with the ambassador team to generate written and video content which will feature on the University's website and social media channels.
8	Advise on best practice to academic and other professional services teams, acting as decision maker on what does and does not go on the University's social media platforms and website, and make suggestions on how content requests can be fulfilled in other ways. Share knowledge in user experience, content creation and digital marketing with other members of the Department and University and support colleagues' development and training through guides and workshops.

Person Specification			
Qualifications and Training	Essential	Desirable	Method of assessment
First degree or equivalent	X		Application Form
Marketing qualification		X	Application Form
Experience and Knowledge	Essential	Desirable	
Experienced copywriter, with particular experience and knowledge of writing/ editing for websites, blogs and social media platforms.	X		Application form/Interview
Experience and understanding of digital marketing and communication.	X		Application form/Interview
Understanding of inclusive marketing and the ability to create content that resonates with people from all backgrounds and protected characteristics.	X		Application form/Interview
Experience of working in a Content Management System and writing for the web		X	Application form/Interview
Experience of using analytics tools and producing trend reports with recommendations.	X		Application form/Interview
Ability to produce and edit multimedia content (video, audio).	X		Application form/Interview
An understanding of HEI structures and audiences.		X	Application form/Interview
Awareness of web accessibility standards and inclusive design practices.		X	Application form/Interview
Highly motivated, proactive and team player committed to excellent customer service and providing high-quality solutions.	X		Application form/Interview
Excellent inter-personal skills to ensure buy-in and support for digital communication projects/ activity.	X		Application form/Interview
Able to work with people at all levels of an organisation.	X		Application form/Interview
Able to work with diverse communities to produce a variety of content that is accessible and representative of all	X		Application form/Interview
Excellent analytical and research skills.	X		Application form/Interview
Excellent web copywriting and editing skills.	X		Application form/Interview
Demonstrate ability to analyse data from a variety of sources, and report complex findings, form conclusions that lead to actionable recommendations.	X		Application form/Interview
Ability to work as a team member and on own initiative.	X		Application form/Interview
Highly creative with the ability to turn ideas into great content.	X		Application form/Interview
Qualities	Essential	Desirable	
Ability to work well under pressure.	X		Application form/Interview
Highly motivated, proactive and team player committed to excellent customer service and providing high-quality solutions.	X		Application form/Interview

Excellent inter-personal skills to ensure buy-in and support for digital communication projects/ activity.	X	Application form/Interview
Committed to the delivery of a high-quality product.	X	Application form/Interview
Able to work with people at all levels of an organisation.	X	Application form/Interview
A passion and commitment to promoting equality, diversity and inclusion	X	Application form/Interview