Social Media Representative

Hours: Up to 4 hours per week

Contract: 36 weeks per year (if employed at the beginning of the academic year)

Salary: £8.25 per hour

The role will help to support and implement the University’s student recruitment and engagement strategy.

Job Description

Support the Central Marketing team with creating a range of engaging and relevant content about the student journey and student life at Huddersfield. The role requires:

- Proactively creating interesting, engaging and timely content through blogs (Wordpress), vlogs, photography, video, apps and social media (Facebook, Twitter, Instagram and YouTube) on a weekly basis to help engage prospective students with the University
- Regularly update social media platforms with interesting and timely content including sharing content, responding promptly and appropriately to queries, social seeding, conducting research and providing regular updates on activity to build following and help build the University’s brand awareness and engagement
- Attend regular events held on campus eg Open Days, International Week, Freshers’ Week, Society events etc and produce timely content about them
- Assist with research to support the development of the University’s recruitment and engagement strategy

Requirements

Essential

Strong writing skills including excellent spelling and grammar

A good understanding and knowledge of social media

A good understanding and knowledge of using a smartphone to capture photography, film and produce content through apps

Committed, well organised and able to multi-task

Enthusiastic and passionate about the University, student life at Huddersfield and producing quality content

Excellent communication skills

Flexible and adaptable, able to work well independently as well as part of a team

Desirable

Experience of using social media within a business environment including creating/sharing content, building engagement and reporting

Experience of creating video/film

Experience in producing quality photography

Experience in producing animations/animated gifs and using animated gifs in content

Have a proactive, creative flair and a strong eye for detail