Social Media and Digital Design Officer

Department: Office of Philanthropic Partnerships and Alumni

Hours of work: 37 hours a week

Contract type: Open

Salary: £27,131 - £33,314 per year
Main purpose of the role

You will be part of the OPPA communications team and will be responsible for managing all social media channels and creating content strategies for these platforms. You will be responsible for creating engaging videos for use across our platforms and designing digital assets for social media and other communications channels.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

Role Specific Responsibilities

1. Progressively develop and deliver the OPPA social media presence, including expansion into international platforms
   - Plan, coordinate and evaluate OPPA social media activity to meet communications, engagement and stewardship aims. Directly produce social media content with support from teams across OPPA and the university.
   - Identify the most effective social media channels in OPPA’s key international markets and create/progressively improve OPPA’s presence on these platforms.
   - Lead the creation and targeting of alumni social media advertising campaigns, including content production and commissioning and liaison with internal stakeholders.

2. Digital Asset production
   - Produce digital assets for use across social media and other online platforms, use Adobe Suite to create engaging photos, graphics and content.

3. Video production
   - Lead the production of in-house video content for OPPA and create videos for use across all platforms.
   - Liaise with external video agencies when required.

4. Proactively contribute to general Communications Team activity and projects
   - Deliver communications plans and provide specialist advice on social media, video and asset creation.
   - Design, document and provide training in communications processes to OPPA team members, under the direction of the Communications and Digital Manager.
   - Provide cover and support across all communications channels as and when required.

1. University of York Responsibilities for Grade 5

Service and Operational Delivery

- Undertake day to day decision making for operational aspects of service or delivery, within a designated area of responsibility.
- Deliver services to standards set by others, using initiative and independent action to meet service needs.
- Manage the resolution of escalated issues or queries where the answer requires consideration and application of judgement.
- Where appropriate, solicit customer views on the nature and quality of the service provided.
- Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.
- Act as a supportive and encouraging member of a team. For roles at this level with supervisory responsibilities, demonstrate compassion and give advice on commonly occurring wellbeing issues.

**Continuous Improvement**
- Monitor and review service or operational delivery in conjunction with line manager, recommending / implementing improvements to process, service or governance.
- Contribute to and/or initiate the development and improvement of methods of service delivery.
- Research, analyse and interpret data/findings, using standard methodologies to identify opportunities for improvement. Where appropriate, independently identify and source additional information for consideration.
- Proactively identify opportunities for building new personal knowledge and skills for self and others.

**Specialist Contribution**
- Provide detailed advice to internal and external stakeholders on service-specific policies, procedures and regulations.
- Carry out investigations, searches and research information and data to identify trends and patterns.
- Analyse data and statistics and provide reports for higher level decision makers.
- Provide expertise to support compliance with legislation and statutory duties.

**Collaboration and Communication**
- Establish, maintain and develop productive and ongoing relationships with colleagues across the University, to support service delivery and issue resolution.
- Contribute to business meetings, working groups and committees to enable efficient service delivery and manage stakeholder expectations.
- Engage with external peers and specialists to exchange knowledge and information.
- Use a range of digital media and tools to communicate with a diverse range of key stakeholders.
- Collaborate with team members to identify and implement service improvements or alterations.

**Governance and Oversight**
- Implement and monitor recognised procedures to ensure compliance.
- Provide training to team members on procedure e.g. data handling and recording.
- Ensure accuracy by implementing recognised and routine checks, assessment criteria and techniques.

**Planning and Organisation**
- Plan and organise own workload (and, where applicable, the workload of team members) to manage short term fluctuations and changing priorities.
- Contribute to longer term plans/programmes of work.
- Plan and organise small scale projects.
**Person specification**

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<tr>
<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Experience of managing an organisation’s social media presence</td>
<td>Essential</td>
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<tr>
<td>Experience of developing content strategies for marketing communications</td>
<td>Essential</td>
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<tr>
<td>Experience of creating and evaluating social media advertising campaigns</td>
<td>Essential</td>
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<td>Experience communicating with an international audience on social media and/or other platforms</td>
<td>Desirable</td>
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<tr>
<td>Experience creating video and audio content</td>
<td>Essential</td>
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<tr>
<td>Experience creating digital assets such as graphics and imagery for use across digital platforms</td>
<td>Essential</td>
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<tr>
<td>Experience using Adobe Creative Cloud Suite</td>
<td>Essential</td>
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<td>Ability to perform testing and development of best practices for user experience</td>
<td>Essential</td>
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<td>Ability to select, edit and optimise appropriate imagery for use online and in print</td>
<td>Essential</td>
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<td>Ability to work to predefined content and design guidelines</td>
<td>Essential</td>
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<td>Ability to craft copy according to the target audience, including adapting for alumni whom English is their second language</td>
<td>Essential</td>
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<td>Ability to be creative and innovative</td>
<td>Essential</td>
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**University of York Person Specification for Grade 5**

**Qualifications:**

Level 3 qualification. (Qualifications at this level include A levels. Please [view the full list](#). We also welcome applicants with equivalent non-UK qualifications or equivalent professional experience.

**Skills - demonstrates the ability to:**

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<tr>
<td>Manage small-scale projects</td>
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<tr>
<td>Gather, analyse, interpret and report data/information</td>
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<tr>
<td>Use digital technologies including Google applications and/or Microsoft Office</td>
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Communicate effectively in verbal and written formats, including the use of a variety of digital tools | Essential
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**Behaviours:**
- Works collaboratively with others | Essential
- Delivers a quality service | Essential
- Develops self and others | Essential
- Actively champions respect, inclusivity, equality and diversity | Essential
- Identifies and implements continuous improvement | Essential