

Social Media and Marketing Officer

**Ref:** RWCMD/0053

Full-time, Permanent

**Salary:** Grade C [£20,836 – £24,029]

This is an exciting opportunity for a skilled, creative social media practitioner to take responsibility for maintaining and building the College’s presence across new and existing channels, acting as the ears and voice for the College’s brand within its online community.

The College welcomes applications from Welsh speakers and promotes the use of the Welsh Language in accordance with Welsh Language legislation and its Linguistic Skills Strategy.

Mae’s Coleg yn croesawu ceisiadau oddi wrth siaradwyr Cymraeg ac yn hyrwyddo defnydd o’r Gymraeg yn unol â deddfwriaeth yn ymwneud â’r Gymraeg a’i Strategaeth Sgiliau Iaith.



Job Description

**Job Title:** Social Media and Marketing Officer

**Responsible to:** Head of Marketing and Communications

**Main Purpose of Job:**

Working across the College, the postholder will develop ideas, plan, produce and distribute digital content to raise awareness of the College’s brand story and engage online audiences. A key member of the small, central Marketing and Communications team, the postholder will also contribute to a range of activities to promote positive relationships with the College’s diverse stakeholders.

**Principal Duties & Responsibilities:**

**Social Media**

* Maintain and build the College’s brand presence across social media channels including Facebook, Twitter and Instagram
* Create dynamic written, graphic and video content for social media and other digital platforms including web and email
* Work with staff and students across College to capture and curate content for sharing online e.g. performances, exhibitions, projects
* Work with team members to plan and implement campaigns to support student recruitment in the UK and overseas
* Use timelines and scheduled content to create a consistent stream of new social media content
* Analyse, evaluate and report on the College’s social media activities

**Marketing**

* Provide fact-checking and copy-editing support to the Marketing and Communications team
* Assist in producing promotional materials including brochures, leaflets etc.
* Provide a point of contact for internal and external enquiries
* Represent the Marketing and Communications team at internal meetings as required
* Represent the College at external meetings as required
* Contribute to the College’s wider communications activities

The above duties and responsibilities are not exclusive or exhaustive and the post holder will be required to undertake such duties and responsibilities as may reasonably be expected from time to time within the scope and grading of the post.

Person Specification

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| **SKILLS AND ABILITIES**ESSENTIAL* Ability to repurpose and optimise content for different social channels
* Exceptionally strong and versatile copy writing and editing skills
* Strong visual literacy skills and an appreciation for image-based communications
* Skills in photography and video
* Excellent attention to detail and a creative eye
* The ability to multi task and prioritise effectively
* A high level of computer literacy (Word, Excel etc.)
 | DESIRABLE* Fluent and confident Welsh speaker
* Basic design skills (Photoshop or similar)
* Basic video skills (e.g. iMovie, Adobe Premiere)
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| **KNOWLEDGE**ESSENTIAL* Excellent understanding of social media uses and practices
 | DESIRABLE* Knowledge of social media planning and evaluation tools
* Familiarity with web content management systems
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| **EXPERIENCE**ESSENTIAL* Experience of applying social media knowledge and skills in a professional context
 | DESIRABLE* Experience of working within Further / Higher Education environment
* Personal or professional experience of the creative / performing arts
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| **TRAINING** | DESIRABLE* Educated to degree level
* Relevant media / marketing qualifications
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| **OTHER REQUIREMENTS**ESSENTIAL* Enthusiasm for the arts and for the work of the Royal Welsh College of Music & Drama
* Considerate of the requirements of working in a bilingual context
* Awareness of issues of diversity and inclusivity
* Self-motivated and able to act on own initiative
* Ability to work to tight deadlines
* Flexible approach to working in a team
* Ability to work accurately under pressure
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