



Vacancy: Marketing and Social Media Coordinator

Come join us and make a difference to the lives of students! We're looking for a creative, organised and experienced Marketing and Social Media Coordinator to enhance our communications and increase student engagement.

Who are we?

Edinburgh Napier Students' Association (that's 'ENSA' to our friends) exists to enable students to make the most of their university experience. We do this by representing, supporting and developing Edinburgh Napier students to be successful in their studies; to try out new things; to engage in, and contribute to, university life; to be healthy and happy; to bring about positive change; and to have fun.

About the post

The Marketing and Social Media Coordinator will drive student engagement by creating informative, entertaining and thought-provoking digital content; promote ENSA-supported events and campaigns, profile student activity, and increase awareness of issues affecting students' lives. The post-holder will also carry out market research to extend ENSA's reach and target student groups; and work closely with, and support, Elected Officers to enable them to deliver their manifestos.

Contract: Open-ended

Hours of Work: 35 hours per week; 7 hours per day

Salary: £27,910 (with increments awarded annually, subject to satisfactory performance)

Holiday Entitlement: 38 days, including 10 days when ENSA offices are closed

Location: Edinburgh Napier University Merchiston Campus with regular travel to the Sighthill and Craiglockhart campuses and occasional off-site travel; some home working may be permitted with the agreement of the line manager and as duties allow.

Reports to: Communications Team Lead

Start date: This post will be available from mid-May.

Description of Duties:

1. Create engaging content for a variety of media and channels, including social media images, written articles, photos and videos.
2. Undertake market research and develop marketing strategies to ensure communications are effective and reaching target audiences.
3. Compile reports demonstrating results based on audience growth, profiles and engagement, content reach, response rate and quality and feedback.
4. Schedule, post and respond to ENSA social media messages across all appropriate platforms to maximise impact and create a positive profile for ENSA.
5. Develop and manage a calendar of timed posts, derived primarily from ENSA's over-arching calendar of events but also including ad hoc posts where required.
6. Analyse key metrics and tweak strategies accordingly.
7. Monitor ENSA's sports clubs and societies' channels, as well as externals, for relevant content.
8. Monitor content across ENSA channels and platforms, working with Elected Officers to develop their online profiles.
9. Observe all necessary protocols and instructions in relation to posts, including use of personal data, language, conflicts of interest, and election restrictions.
10. Work with the Elected Officers and wider ENSA team to gather relevant content from across all areas of the organisation.
11. Keep up-to-date with best practice.

Person Specification:

Criteria	Essential	Desirable
<p>Experience/Knowledge</p> <p><i>You should have:</i></p> <p>A qualification (or be working towards completing a qualification) in a relevant subject, such as marketing or digital communications, to at least HND level</p> <p>At least one year of experience of social media marketing working in a professional environment</p> <p>Experience developing marketing strategies, carrying out market research and producing high-quality written reports</p> <p>Demonstrable experience creating and developing content for digital and traditional communications channels</p> <p>An understanding of developments and changes in digital communications and social media</p> <p>Experience of photography and videography in a range of settings</p> <p>Experience of building awareness and engagement with campaigns on local and national issues</p> <p>Experience of working in a college or university environment</p> <p>An understanding of democratic systems and procedures</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>✓</p> <p>✓</p> <p>✓</p>
<p>Skills</p> <p><i>You should be able to:</i></p> <p>Work with a wide range of stakeholders</p>	<p>✓</p>	<p></p>

Produce engaging content for a range of audiences	✓	
Create and adhere to plans, schedules and strategies	✓	
Use a range of software packages, including Adobe Creative Suite and Microsoft Office	✓	
Meet deadlines, multi-task and work under pressure	✓	
Work independently and take initiative while also being a team-player	✓	
Be attentive to detail and strictly adhere to guidelines	✓	
Attributes		
<i>You will be:</i>		
Self-motivated with a 'can do' attitude	✓	
Collaborative and a good team-player	✓	
Flexible and resilient	✓	
A confident communicator able to engage proactively with a student population	✓	
Appreciative of cultural differences and have a strong commitment to diversity and inclusion.	✓	

Eligibility:

You must have the *unrestricted* right to work in the UK at the time of application.

To Apply:

Submit an application form to HR@napierstudents.com by **9am on Wednesday, 13 March 2023** (late applications will not be accepted).* Note that you are welcome to submit a CV; however, it will not be accepted in lieu of an application form.

Interviews will be held on or around 21 March.

*If you have any trouble using the above email address, please contact the main mailbox immediately at ENSA@napier.ac.uk. Do not send your application to the ENSA mailbox.

ENSA is committed to equality and diversity and invites applications from anyone who meets the above criteria.