



# Job description

## Social Media Executive

January 2019

### Company context

#### INTO's mission:

***Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.***

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched 26 partnerships with 23 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have around 1800 employees, based all round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

### Role context

The global digital team, based in Brighton, oversees INTO's web presence, develops and implements its digital recruitment strategy and tracks, tests and optimizes its activity through the student-facing website ([www.intostudy.com](http://www.intostudy.com)), paid media, social media and affiliates. The digital team works closely across many other functions within the company to maximize and continuously improve the contribution that digital makes to INTO's performance.

### Reporting line

The role reports to the Social Media Manager.

### Key accountabilities and duties

#### Key accountabilities

- To help build and implement INTO's social media strategy and support the management of English language channels globally.
- To create, source, distribute and schedule relevant and engaging content across INTO's central social media channels, with the aim of encouraging action and growing the audience base. These channels include but are not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube and the INTO Study Blog.
- To support the ongoing management, training and monitoring of INTO's global social media activity in key regions and universities.

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- To measure and report on social media activity across the global network.

## **Role and responsibilities**

- Be an ever-flowing fountain of creative ideas for content and campaigns for all social media channels.
- Assist in the development of the INTO Study blog - creating, commissioning and curating content.
- Be a guru of social media community management, responsible for nurturing an engaged and active fan/ follower base.
- Manage social media enquiries promptly and efficiently.
- Identify and engage with key influencers in the international study space.
- Support the account management of INTO's network of Marketing Coordinators and regional offices.
- Report on social media growth and key metrics, demonstrating its value to the wider organisation and our university partners.
- Work closely with the Local Language Social Media Executive to amplify English content onto Chinese social media channels.
- Support the Social Media Manager with paid social media activity where needed.

## **About you**

- A creative and vivacious individual, able to think of ways to support the social media and digital teams' objectives – how to provoke action from prospective international students.
- Confident, sociable, team player.
- Innovative, problem solver, with a can-do attitude.
- Hard working, conscientious, self-driven.
- An eye for detail – especially with grammar and spelling.
- Fast acting, on the ball, ready to hit the ground running.

**The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.**

## **Location**

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

## **Safeguarding**

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;

- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

**This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.**

Please see the next page for person specification...

## Person specification

<b>Education and qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Undergraduate degree or equivalent	x	
Experience in higher education, public sector marketing, media management or PR.	x	
Postgraduate degree or equivalent in business, marketing or media-related subject.		x
<b>Web experience and IT skills</b>	<b>Essential</b>	<b>Desirable</b>
Excellent editorial skills with a sound understanding of writing for the web and engaging online audiences.	x	
Proven experience of producing and distributing content on social media channels.	x	
In-depth knowledge of social media best practice, and channel trends and developments.	x	
Strong eye for detail and outstanding grasp of spelling, punctuation and grammar.	x	
Working knowledge of social media management tools, and measurement and enhancement software.	x	
Basic knowledge of paid social media, WordPress and SEO.		x
Experience working on outreach activity and brand campaigns.		x
Working knowledge of Adobe Creative Suite (esp. Photoshop), and other content enhancement software.		x
Basic video editing skills and working knowledge of Premier Pro and/or Final Cut.		x
<b>Personal attributes</b>	<b>Essential</b>	<b>Desirable</b>
Excellent communication and interpersonal skills.	x	
Creative, enthusiastic, and driven.	x	
Excellent time management skills, self-motivation and ability to engage in multi-tasking.	x	
Exceptional attention to detail.	x	
Ability to work on own initiative, as well as contribute constructively in a team environment.	x	
Flexibility to work on projects at short notice.	x	
Ability to prioritise, meet deadlines and work under pressure.	x	
Ability to communicate confidently and professionally with peers, senior managers, University stakeholders and third-parties.	x	
Awareness of developments and trends in international HE.		x