



Job advert

Social Media Executive

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.

Requirements

An exciting opportunity has arisen for a Social Media Executive to join our Social Media team based in Brighton.

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), 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.

Our ideal candidate will:

- Be an ever-flowing fountain of creative ideas for content and campaigns for social media channels (Facebook, Instagram, Twitter, Snapchat, LinkedIn and YouTube).
- Be a guru of social media community management, responsible for nurturing an engaged and active fan/ follower base.

What you will do:

- Assist in the development of the INTO Study blog - creating, commissioning and curating content.
- Manage social media enquiries promptly and efficiently.
- Identify and engage with key influencers in the international study space.
- Support the account management of our network of Marketing Coordinators and regional offices.
- Report on social media growth, demonstrating its value to the wider organisation and our university partners.

IUP 2 LLP
ONE GLOUCESTER PLACE
BRIGHTON, EAST SUSSEX
BN1 4AA, UK

T +44 [0]1273 665200
F +44 [0]1273 679422
E corporate@intoglobal.com
W intoglobal.com



Salary

Band C: £21,454- £27,890 per annum

Application process

Please refer to the job description for this post for the necessary skills and experience required. Send your CV along with a covering letter stating why you are suitable for the role and where you saw it advertised to: Matt Webster via email to: HQ.career@intoglobal.com

The closing date for applications is 10am on Tuesday 21st May 2019.

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 Serviced check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

For further details, a full job description and a copy of our Candidate Privacy Notice see <https://intoglobal.com/jobs>

INTO is an equal opportunities employer.

INTO is committed to safeguarding and promoting the welfare of young people, and child protection screening will apply.

<http://www.intoglobal.com/>

INTO Giving is the charitable arm of INTO University Partnerships and is committed to increasing access to education and improving the quality of education for disadvantaged young people around the world. INTO employees are encouraged to take an active role in INTO Giving.

To find out more please visit www.into-giving.com.