



Social Media Executive



Role Profile

Job title:	Social Media Executive
Salary/ Rate:	£28,000 - £30,000
Responsible to:	Digital Marketing Lead
Responsible for:	Social Media
Contract Type:	Full Time Permanent
Hours per week / FTE :	37.5 hours per week

Job Purpose

As UA92's Social Media Executive you will take ownership of UA92's social media presence and play a pivotal role in shaping our digital brand. This role requires a balance of creativity and strategy, developing innovative content that engages and develops our audiences, while also managing channels with a data-driven approach to deliver measurable impact.

As the Social Media Executive, you'll manage work closely with our Digital Marketing Lead and Assistant and you will manage UA92's Student Content Creators, ensuring our content is authentic, bold, and aligned with UA92's deliberately different approach. You'll be responsible for evolving our social media strategy, staying ahead of trends, and ensuring UA92 stands out in a competitive higher education landscape.

Role Specific Duties and Responsibilities

Key Responsibilities

Social Media Strategy & Management

- Develop and deliver UA92's social media strategy across TikTok, Instagram, Facebook, YouTube, and emerging platforms
- Manage the day-to-day running of all channels, ensuring content is relevant, engaging, and consistent with UA92's brand voice
- Work with the wider marketing team to integrate social media into campaigns, events, and key moments
- Stay abreast of the latest social media news including platform updates, trends and emerging platforms

Content Leadership

- Oversee content creation, guiding the Digital Marketing Assistant and Student Content Creators to produce high-quality, on-trend videos, graphics, and posts
- Develop creative campaigns that showcase student life, institutional achievements, and UA92's unique value proposition
- Experiment with new formats and tools to keep content fresh, relevant, and competitive
- Develop appropriate content strategies for UA92's various platforms

Social Media Campaigns

- Plan, manage, and execute paid and organic social media campaigns aligned to recruitment cycles, brand objectives, and key events
- Brief and collaborate with the wider marketing team, creatives, and external partners to deliver impactful campaign assets
- Monitor, optimise, and report on campaign performance, using insights to drive continuous improvement
- Ensure campaigns are innovative, targeted, and differentiated to cut through in a competitive education and youth marketing space

Analytics & Performance

- Monitor and report on social media performance, providing actionable insights to improve reach, engagement, and conversions
- Use analytics to refine strategies and demonstrate the impact of social activity on student recruitment and brand awareness
- Stay informed on competitor activity and sector benchmarks to ensure UA92 remains innovative and ahead of the curve

Community Growth & Engagement

- Foster an active and engaged online community, building meaningful connections with students, prospective students, parents, and partners.
- Ensure engagement with comments, questions, and messages whilst maintaining professionalism, personality and UA92's approachable tone.
- Identify opportunities for user-generated content..

Collaboration & Leadership

- Work with the wider marketing team to develop and deliver a calendar of activity and ensure integration across all other marketing activities
- Work closely with the Digital Marketing Assistant and Student Content Creators, encouraging creativity and professional growth
- Work closely with other creatives such as Videographers and Graphic Designers to plan and deliver content
- Collaborate with internal teams (academic staff, student support, events, PR) to source stories and amplify activity across social media
- Build strong relationships with external partners, influencers, and agencies where required

General Duties and Responsibilities

- Champion the UA92 brand and foster a culture of innovation, growth, shared responsibility and individual accountability always putting provision of an excellent student experience in primary focus.
- Be a pro-active, effective and supportive team member.

- Maintain a cost-conscious and efficient approach when undertaking all aspects of the role in order to manage resources effectively, optimise performance and contribute to the future success of UA92.
- Comply with appropriate legislation and local policy in respect of confidentiality, information governance and security, Freedom of Information, Data Protection and the GDPR.
- Contribute to a safe learning and work environment ensuring awareness of individual responsibilities and compliance with Health and Safety and Safeguarding policies and procedures at all times.
- Participate in objective/target setting and review/appraisal of your own performance to inform personal development aligned to the role and progression/remuneration decisions.
- Participate in mandatory and other training and development opportunities supporting a culture of continuous professional, personal and team development.
- Promote equality of opportunity and diversity for students and staff ensuring an inclusive and supportive learning and work environment.
- Any other duties commensurate with the grade and level of responsibility for which the post holder has the necessary experience and/or training.

This job description is intended as a general guide to the duties attached to the post. It may therefore be altered from time to time, in consultation with the role holder, to reflect the changing needs of UA92.

Person Profile		
Criteria	Essential / Desirable	Method of Assessment*
Experience and Knowledge		
Proven experience managing multiple social media channels for a brand or organisation.	Essential	Application Form / Interview
Experience of working with a wider digital marketing team or agency to ensure integration across digital platforms	Essential	Application Form / Interview
Strong copywriting and storytelling skills with the ability to adapt tone of voice across audiences.	Essential	Application Form / interview
Experience creating and editing short-form video content (TikTok, Reels, YouTube Shorts).	Essential	Application Form / Interview
Job Related Skills and Abilities		
Advanced understanding of social media platforms, trends, and best practices	Essential	Interview
Ability to analyse performance metrics and apply insights to future strategy.	Essential	Interview

Strong organisational skills with the ability to balance multiple projects.	Essential	Interview
Familiarity with scheduling and analytics tools (e.g. Sprout Social, Hootsuite, or similar).	Essential	Interview
Knowledge of SEO, paid social campaigns, and influencer partnerships	Essential	Interview
Experience in marketing within higher education, education-related, or creative industries	Desirable	Interview
Experience managing or mentoring junior staff, freelancers, or student creators	Desirable	Interview
Values and Behaviours		
Acts as a role model for the UA92 Values (<i>We Care, We're Brave & Bold, We're Inclusive</i>)	Essential	Interview
A clear passion for and a desire to provide an outstanding student/staff experience.	Essential	Application Form / Interview
A commitment to equality and diversity and the safeguarding and wellbeing of young people, vulnerable adults, children and staff.	Essential	Application Form / Interview
A strong and resilient team player with drive, determination and a natural desire to work collaboratively.	Essential	Application Form / Interview
A high level of integrity with a personal style that inspires trust and confidence.	Essential	Interview
Innovative, creative and resourceful, with a commitment to continuous improvement.	Essential	Interview
Enthusiastic and self-motivated with a commitment to continuous professional development.	Essential	Interview