Further particulars

JOB TITLE: SOCIAL MEDIA MANAGER

REPORTS TO: DIRECTOR OF CORPORATE COMMUNICATIONS & MARKETING

Background

The Corporate Communications and Marketing team is a primary external-facing department within Cambridge Judge Business School (CJBS). The team includes the Corporate Communications, Brand, Media Relations, Corporate Marketing & PR, Social Media and Online Communications functions. The team exists to promote the work, mission and vision of Cambridge Judge. They ensure that all stakeholders have a shared understanding of the achievements and impact of CJBS in order to make Cambridge Judge the business school of choice for students, faculty, potential donors and promote thought leadership with real-world impact. The Corporate Communications and Marketing team engages with multiple audiences, including students, faculty, alumni, the general public, media agencies, social media influencers and national and international media.

In a highly competitive global marketplace for business education, the establishment and implementation of a strong brand identity and a comprehensive and effective communication strategy is essential in order to firmly position Cambridge Judge Business School, University of Cambridge, in the top tier of business schools worldwide.

The role holder will be the in-house social media expert working across the Business School. They will be actively involved in the creation of the Business School's evolving social media strategy and responsible for its implementation and measurement.

The role

To develop and implement an effective social media strategy on behalf of the Business School, to raise the profile and impact of Cambridge Judge Business School's brand to diverse audiences and stakeholders.

The role holder will identify opportunities, champion social media, run social media campaigns and evaluate campaign performance against brand KPIs as well as analysing the Business School's social media presence and activity more broadly.

They will plan and maintain social media calendars, craft and publish excellent content (written, video, audio, graphics etc.) and create engagement on our Business School channels to expand brand reach and grow brand engagement.

The role holder will work with the Corporate Communications & Marketing team, external agencies, and in-house marketing teams, acting as an in-house trainer. They will closely monitor activity on Business
School accounts, provide a customer-facing response to queries and handle reputational risk issues arising on social media.

**Main responsibilities**

**Business School social media strategy**

- Creates and oversees the execution of Cambridge Judge Business School's social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Takes ownership for social channel product roadmap planning.
- Takes ownership in the creation of a functional social media framework.
- Leads on execution of social media strategy and manages the Business School's social media accounts
- Works across the Corporate Communications & Marketing function and teams across the Business School to maximise use of their collective content output and to develop campaigns; co-ordinates social media communications across the Business School to the benefit of all programmes and centres.
- Manages and carries out creative and innovative social media content and campaigns.
- Originates and creates social campaigns that represent the brand and delivers on the Corporate Communications & Marketing strategy.
- Responsible for the formal curation of Cambridge Judge Business School's social media presence across central CJBS corporate accounts.
- Liaises with key internal editorial teams and stakeholders including Executive Education, programme teams, External Engagement team and centres to support their respective objectives.
- Ensures consistency of voice across all corporate social channels.
- Creates an annual social media campaign calendar that captures key activity.
- Creates individual campaign plans and content schedules.
- Oversees the origination and production of content assets (e.g. infographics, short videos, polls etc.) that perform well in specific target social media channels, working with the Marketing & PR Manager.

**Social media marketing**

- Seeks to build CJBS social media communities to achieve greater impact in support of organisational objectives.
- Creates a targeted plan to increase the Business School's social media follower base.
- Cultivates a social media referral network.
- Increases organic engagement and conversions by implementing creative best practices.
- Amplifies our content organically through a range of social tactics.
- Leverages faculty blogs.
- Increases the number of followers to CJBS accounts through targeted campaigns.
• Leverages the University of Cambridge social accounts to extend reach.
• Identifies relevant social influencers, seeds content and regularly reaches out to these influencers in collaboration with the Marketing & PR Manager and Head of Media Relations to build strong relationships with key influencers.

Customer service

• Closely monitors activity on Business School accounts and provides answers to questions, liaising with programmes and centres.
• Provides ongoing advice and support on all aspects of social media marketing and management for programmes, centres and faculty.
• Provides a full social media campaign service to help colleagues reach their marketing goals and increase awareness and visibility of their campaign topic.

Reputational and brand protection

• Plans and develops social media tools to ensure effective reputational monitoring and performance measurement.
• Handles reputational risk on social media, closely monitoring engagement for inappropriate or malicious content from other users.
• Responds appropriately, escalating serious problems.
• Monitors Facebook ads that are set up internally to make sure they within the guidelines.
• Monitors CJBS accounts to make sure they remain on-brand and adhere to School values.
• Keeps an up-to-date record of all social reputational risk incidents.

New channels

• Sets up and manages new School-wide social media channels for the benefit of all programmes and centres across the School.
• Working with external agencies, takes ownership of setting up region-specific social channels.
• Creates and crafts content that is optimised for audiences in these geographies.
• Sets up and manages a School-wide facility for programmes and centres to do advertising on social media, working with the Business School advertising agency.

Brand advocacy on social media

• Mobilises alumni, students and staff to be active on social media and share prepopulated posts with their networks.
• Works collaboratively with students and staff to develop CJBS brand advocacy on social media.
• Runs a programme of social media takeovers.
• Develops, actively manages and oversees social media takeovers with students, alumni, faculty and staff to showcase activity at the Business School (programme/group/students/alumni) and the ‘real’ experience at CJBS.
• Leads on the creation of a brand advocacy strategy, with the Director of Corporate Communications & Marketing; executes the brand advocacy strategy.

**Training**

• Leads on the identification of social media training needs across Cambridge Judge Business School.
• Creates and presents an annual social media training plan to the Director of Corporate Communications & Marketing and the Marketing & PR Manager to agree how social media training needs can best be resourced and delivered.
• Creates a toolkit for the Business School incorporating University-wide policies, protocols and procedures for social media.
• Manages day-to-day training and oversees external training.
• Provides advice and guidance to colleagues on social media.

**Lead on social media evaluation**

• Monitors and analyses social media trends and their potential impact and relevance for the Business School, reflecting these advancements in the functional social media framework and toolkit, as mentioned above.
• Measures the performance of our social media against KPIs.
• Drafts and prepares reports for the Director of Corporate Communications & Marketing, working in liaison with the Marketing & PR Manager.

**Research**

• Keeps abreast of new and emerging social media advances.

**Financial and procurement**

• Inputs into the annual Corporate Communications & Marketing budget.
• Oversees the procurement for social media services and monitors budget spend.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to provide a CV and a covering letter demonstrating how your own experience meets these requirements:

• Minimum of a second-class honours degree or equivalent.
• Journalism/media/communications/marketing qualification or equivalent evidence of professional development.
• Extensive experience of using social media as part of an integrated communications plan, both organic and promoted.
• Significant experience of setting up and managing the delivery of cross-organisational, multi-audience communication projects and campaigns, including;
- Engaging with multiple stakeholders
- Acting in an advisory capacity to senior management
- Delivering impactful campaigns across a wide mix of media.

- Significant experience of producing quality written and visual content.
- Significant experience of running training programmes.
- Experience of writing briefs and plans.
- Experience of managing agencies.
- Experience of working in a complex organisation with competing priorities from multiple stakeholders.
- Experience of scenario planning and managing crisis communications within the social media sphere.
- Expert knowledge of Facebook, Twitter, Instagram and LinkedIn in a business context.
- Excellent written and verbal communications skills.
- Excellent attention to detail.
- Strong social video creation and editing skills.
- Excellent analytical skills to evaluate the effectiveness of campaigns and social media platforms.
- Knowledge of Adobe suite.
- Demonstrated success working on digital content delivery in a client-focused environment, with engagement from multiple stakeholders.
- Proven ability to deliver effective internal and external communications with demonstrable impact.
- Proven ability to work well as a team with a wide range of stakeholders.
- Strong presentation and training skills.
- Strong organisational skills, with the ability to think strategically and multitask.
- Excellent planning and time management skills.
- Ability to manage a heavy workload and work well under pressure and deliver to deadlines.
- Sound judgement; ability to operate with tact and diplomacy.
- The role holder will be required to do some evening and weekend work at events and conferences to raise the profile of Cambridge Judge Business School, University of Cambridge.
- The role holder needs to be willing to work at events where alcohol is served.
- Will ideally have experience of, or exposure to, CASE, EFMD or equivalent professional body or business school network.

Benefits

This is a full-time position working. Holiday entitlement is 33 days per annum plus eight days of public holidays. The salary will be in the range £30,942-£40,322 per annum.
The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world’s oldest and most successful universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport. You will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) - a defined benefits pension scheme. For further information please visit www.pensions.admin.cam.ac.uk. We also offer tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees’ work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

To submit an application for this vacancy, please search for this position on the University’s Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University’s Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

The closing date for applications is 21 November 2019.

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is shortlisted.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women’s Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the
Lesbian, Gay, Bisexual and Transgender Staff Network. In addition, the University was ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2011.

Information if you have a disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact a member of Cambridge Judge Business School’s HR team who are responsible for recruitment to this position, on (01223) 768497 or by email on hr@jbs.cam.ac.uk. Alternatively, applicants can contact the HR Business Manager responsible for the department they are applying to via hrenquiries@admin.cam.ac.uk.