



## 1 Advertisement

**Post Title:** Graduate Associate for Social Media and Planning

**School/department:** Communications, Marketing and Advancement

**Hours:** Full time. Requests for flexible working options will be considered (subject to business need).

**Location:** Brighton, United Kingdom

**Contract:** Fixed term 13 months.

**Reference:** 10380

**Salary:** starting at £22,630 to £24,715 per annum, pro rata if part time

**Placed on:** 19 April 2023

**Closing date:** 15 May 2023. Applications must be received by midnight of the closing date.

**Expected interview date:** To be confirmed.

**Expected start date:** As soon as possible

**This vacancy is only open to University of Sussex graduates (those whose courses have now completed) from 2021/22 and 2022/23 at UG & PGT level in any discipline.**

The University of Sussex is looking to recruit a creative and ambitious Graduate Associate to join the busy social media team and support on content creation for student-facing platforms, alongside channel-wide community management.

This is an excellent opportunity for someone with a passion for social media to develop their existing content creation skills and gain an in-depth understanding of effective community management techniques.

The successful candidate will have:

- A demonstrable passion for social media, with a working understanding of Instagram and TikTok
- Knowledge of how to create and edit short-form video
- Strong planning and organization skills
- Excellent communication skills
- A desire to help share the student voice, connecting and growing our student community online

The postholder will work with the team to populate the social media content schedule and ensure it remains aligned with wider planning processes and projects.

They'll also play a leading role in developing essential social media resources, including guides to hosting student takeovers and Instagram Lives, with the aim of encouraging more student content across the University's main and affiliated social media channels.

Please contact Stephanie Allen on [s.l.allen@sussex.ac.uk](mailto:s.l.allen@sussex.ac.uk) for informal enquiries.

For full details and how to apply see our [vacancies page](#)

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*

**Please note: The University requires that work undertaken for the University is performed from the UK.**

## 2. The School / Division

Please find further information regarding the school/division at:

<http://www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement>

## 3. Job Description

Job Description for the post of: Graduate Associate for Social Media and Planning

**Department:** Communications, Marketing and Advancement

**Section:** Communications

**Location:** 230, Sussex House

**Grade:** 3

**Responsible to:** PR and Social Media Manager

### **Purpose of the post:**

The University of Sussex is looking to recruit a creative and ambitious Graduate Associate to join the small but busy social media team, supporting on content creation for student-facing platforms, weekly content scheduling and channel-wide community management.

This is an excellent opportunity for someone with a passion for social media to develop existing content creation skills, working with several teams at the University to deliver engaging content which helps build and strengthen our online communities, specifically with our students. A key part of the role will also include maintaining and populating the weekly schedule, ensuring it remains aligned with wider planning processes and University priorities.

Monitoring and responding to comments and private messages, the postholder will gain an in-depth understanding of effective community management techniques, and a working knowledge of how to use various tools for social listening and engagement.

The postholder will also work closely with the PR and Social Media Manager to develop resources and guidelines for the wider University, such as how-to guides for student takeovers and Instagram Lives.

Applicants should be plugged into the latest social media trends and developments and be able to pitch their own creative ideas.

The postholder will need to enjoy collaborative working and be a self-starter, with the confidence to capture video and photo content on their own as well as with others.

**Key responsibilities:**

Social Media

- Collaborate with the PR and Social Media Manager, and the Communications Officer (Social Media and Planning) to suggest ideas for short-form content on student-facing channels which showcases the University’s location, campus offerings, and student experience. This may include working with our Digital Media Creators.
- Regularly research social media trends and conduct mapping exercises of competitors, identifying new and exciting opportunities for the University to embrace
- Plan, film and edit video content for the University’s social media channels, working closely with the Communications Officer
- Play an active role in monitoring and responding to enquiries received through the University’s various social media channels, focusing predominantly on inbox messages
- Support the PR and Social Media Manager where required with wider community management, engaging with comments, and monitoring social media feeds
- Be a point of contact for social media post requests, helping to manage messages in an internal social media network
- Work with the social media team to develop guides and resources for internal use, with the purpose of advising teams within the University on how to successfully implement and share student takeovers, or work with student content creators

Planning

- Maintain the social media content calendar and year-to-view Trello board, and ensure alignment with wider planning processes and key events
- Assist the Communications Officer (Social Media & Planning) with monitoring the Planning email inbox

**4. Person Specification**

SKILLS/ABILITIES	Essential	Desirable
High standard of written and verbal communications skills	x	
Close attention to detail, with excellent proofreading skills	x	
Strong planning and organisation skills	x	
Ability to manage competing deadlines and their own		x

workload		
Strong team-player, with effective collaborative working	x	

#### KNOWLEDGE

Essential

Desirable

Working knowledge of a range of social media channels, but particularly Instagram and TikTok	x	
Understanding of how social media can be used to reach and engage different audiences		x
Basic knowledge of how to create and edit short-form video content	x	
Familiarity with Adobe Rush and/or Premiere Pro		x

#### EXPERIENCE

Essential

Desirable

Experience of copywriting for social media with a basic understanding of brand tone-of-voice		x
Familiarity with content calendars		x

#### QUALIFICATIONS

Educated to degree level or equivalent	x	
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#### PERSONAL ATTRIBUTES AND CIRCUMSTANCES

Essential

Desirable

A demonstrable passion for social media and a desire to learn about trends, analytics, and community management		x
Creative, with an eye for engaging and trending content	x	
Strong interpersonal skills, with a level of empathy to aid with online queries and private messages		x
A desire to help share student voice, and positively showcase the student experience at Sussex		x