

# SOAS Students' Union

Section 1: Key Information	
<b>Job Title</b>	Social Media Coordinator
<b>Department(s)</b>	Marketing
<b>Responsible to</b>	Marketing & Insights Manager
<b>Responsible for</b>	Planning and scheduling content across SU social channels (Instagram) Creating short-form video and photo content on campus and at events Writing copy in the SU's tone of voice Community management: comments, DMs, student voice Tracking engagement and feeding insight back into campaign planning
<b>Contract type</b>	Part-Time, Term-Time Focused – 8 - 12 Hours per Week
<b>Salary</b>	£14.80/hour
<b>Hours of work</b>	In-person, with busier periods around major campaigns, especially Welcome Week in September. Evening cover required for key events such as late licences and Halloween.
<b>Purpose of role</b>	To own and grow the SU's social channels, turning each campaign brief into engaging, on-brand content that reaches and activates students. To cover student life on campus and serve as the SU's voice on Instagram.
<b>Strategic alignment</b>	Support delivery of the SU's annual campaign calendar. Grow student engagement and reach across social channels. Represent the SU as a credible and trusted voice for student life at SOAS.

Section 2: Key Responsibilities
<p><b>Content Planning &amp; Production</b>            Plan and schedule content across the SU's Instagram channel against the annual campaign calendar. Film and edit short-form video and photo content on campus and at SU events using mobile and accessible tools. Write captions and copy in the SU's tone of voice that speaks authentically to a student audience.</p> <p><b>Community Management</b>            Manage the SU's social community: respond to comments and DMs in a timely and on-brand way. Surface and amplify student voice. Cover key events including late licences and Halloween.</p> <p><b>Analytics &amp; Insight</b>            Track engagement data via the Instagram dashboard. Feed insight back into campaign planning - identifying what content formats and topics land best with the SOAS student audience.</p> <p><b>Campaign Collaboration</b>            Work to creative briefs and brand guidelines. Collaborate with the Graphic Designer and Website &amp; Digital Coordinator to ensure consistency across all channels. Contribute to campaign planning and debrief sessions.</p> <p><b>Other Duties</b>            Comply with relevant data protection policies and GDPR. Contribute to a collaborative and inclusive team culture. Support the Union's EDI commitments in all content produced.</p>

## Section 3: Person Specification

Requirements: Candidates will be expected to demonstrate:	Essential (E) / Desirable (D)
<b>Skills &amp; Experience</b>	
Strong short-form content skills - filming and editing on mobile	<b>E</b>
Confident, on-brand copywriting for a social media audience	<b>E</b>
Reliability and ability to hit deadlines and work to a brief	<b>E</b>
Comfortable reading and interpreting basic analytics (reach, engagement rate)	<b>E</b>
A feel for trends and fast content turnaround	<b>E</b>
Understanding of a student audience or SU context	<b>D</b>
<b>Values, Attitudes &amp; Personal Style</b>	
Creative and self-directed - takes initiative within a structured brief	<b>E</b>
Collaborative and works well as part of a small team	<b>E</b>
Professional approach with a commitment to quality	<b>E</b>
Passion for student life and community at SOAS	<b>D</b>