

JOB DESCRIPTION

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| **Job Title:** | **Social Media Officer** |
| **Department:** | **Student Union Support Services** |
| **Location:** | **Paisley, Lanarkshire or Ayr** |
| **Salary:** | **£10.90 per hour** |
| **Hours of Work:** | **Ten hours per week** |
| **Type of Contract** | **Fixed Term to May 2024** |
| **Reports to:** | **Communications & Digital Coordinator** |
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| The aim of this role is to support the Union’s communications strategy by created societies related content for sharing on social media, and to help societies advertise themselves and their events on the platforms and our website.  Societies are student-led groups, formed and run by students, which bring together people who have a shared interest or identity.​ They:   * Create social opportunities for students​. * Enjoy shared interests together​. * Support each other through their time at university.   Activities can include:   * Regular meetings * Social events * Trips * Developing personal and professional skills and experience | |
| **Key Responsibilities:** | |
| * Create engaging social media content related to societies. This content can be in any form, so long as it engages students to interact with it and it is safe. * Help societies plan and organise their social media accounts. * Help to support new societies with promoting their activities online. * Meet regularly with the leaders of societies to support their activities. | |

Person Specification

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| **Qualifications / Training / Continuous Professional Development** | **Essential or Desirable** |
| 1. Higher English or equivalent qualification | E |
| 1. Strong Evidence of a commitment to continuous professional development, through attendance at training, conferences, and self-learning. | E |
| **Knowledge and Experience** | |
| 1. Good knowledge of Student Societies and their functions in Student Unions | E |
| 1. Experience of working with or supporting small / medium groups to achieve their goals | E |
| 1. Experience in the use of social media to promote activities and engagement | E |
| 1. Fluent in English, both spoken and written | E |
| 1. Experience in the use of MS Office Software, including Excel, Word, and Outlook. | D |
| 1. Experience in assessing risk | D |
| **Skills** | |
| 1. Skilled in the creation of engaging social media content | E |
| 1. Excellent Organisational Skills | E |
| 1. Excellent Communication Skills | E |
| 1. Good Critical Thinking Skills | D |
| **Personal Qualities** | |
| 1. Desire to work within a democratic student led environment | E |
| 1. Understanding of commitment to equality of opportunity | E |
| 1. Reliable and trustworthy | E |
| 1. Team focussed | E |
| 1. An excellent communicator with the ability to forge strong networks and relationships | E |
| 1. Self-motivated and enthusiastic | E |
| 1. Fun and approachable | E |