

Job Description

Job Title:	Social Media & Communications Administrator	Closing date:	22 nd July 2022
Salary range:	£18,688 (<i>pro rata</i>)	Interview date:	w/c 1 st August 2022
Mode:	Part-time 22.5-30 hours per week, permanent	Start date:	As soon as possible

Purpose

Marketing and effective communication is of vital importance to the business. This role is responsible for supporting the Marketing Coordinator and Head of Admissions in implementing an effective strategy to recruit students and making effective external communications.

This role is responsible for the administration of Nexus ICA socials and public facing communications to ensure that Nexus ICA's brand is built and maintained through all communication platforms, and is outworked within a Communications team under the management of the Head of Admissions.

Nexus ICA exists within a Christian faith-based context, and due to the nature of this role you will need to part of, or sympathetic to the Christian faith, understanding that the values of our faith inform and give reason to our life and work here.

Key Areas of Responsibility

Strategy

- Support the Marketing Coordinator in the continuous growth, building and protection of the Nexus ICA brand.
- To support the marketing coordinator in meeting annual targets for student recruitment.

Advertising & Media

- Under the guidance of the marketing coordinator, take responsibility for all Nexus ICA socials and public facing communications, including copywriting, Mailchimp communications and updating elements of the Nexus ICA website.

- Assist in the coordination of Nexus ICA Open Days, both onsite and online, making sure they are planned and delivered to maximise applicant engagement and conversion.

Administration

- Support the Senior Administrator in the administration internal communications to students.
- Support the COMMS team and the Senior Administrator in outward facing communications e.g. events, socials, partner & alumni updates etc

Nexus ICA Staff Responsibilities

In addition to the above, all Nexus ICA staff are expected to:

- Work proactively to ensure that the environment of Nexus ICA is conducive for student learning in line with our educational ethos
- Deal sensitively with issues concerning students and work in conjunction with the designated structure of pastoral care at Nexus ICA.
- Have a working knowledge of the support that is available to students and direct students to other services where appropriate.
- Make a significant contribution to extra-curricular activities that form part of the student experience.
- Take responsibility for upholding and complying with Nexus ICA's Mission and Values statements and for behaving in ways that are consistent with fair and equal treatment for all.
- Attend relevant training and meetings as required.
- Be punctual and demonstrate good time management skills
- Work at all times in accordance with Nexus ICA's policies, procedures, mission and values.
- Undertake any other duties commensurate with your grade, and/or hours of work, as may reasonably be required of you in order to further the aims and objectives of the Institute.

Person Specification

Criteria	Essential	Desirable
Education/qualifications	A relevant degree or equivalent educational qualification and/or relevant work experience.	Relevant professional communications or marketing qualification.
Knowledge and experience	Experience in creating and commissioning digital content for a range of platforms and channels.	<p>Experience of working in the HE sector.</p> <p>Experience of training and digitally upskilling others.</p> <p>Experience of managing social media channels for student recruitment or marketing purposes (including responding to complex communications situations as they arise).</p>
Specific skills	<p>Excellent copywriting, editing and proof-reading skills, and experience of writing engaging and accessible content.</p> <p>Confidence in producing creative content, including video/photography, video/photo editing and graphic design</p> <p>Ability to manage social media accounts and create engaging, public facing content</p> <p>Proven track record of managing content on websites and working with website teams.</p>	<p>An understanding of web design and coding, specifically in Wordpress.</p> <p>Experience with JotForm, and MailChimp</p>

<p>General skills</p>	<p>Excellent interpersonal skills – communicating, explaining, persuading, negotiating – in relation to a variety of audiences.</p> <p>Excellent project and time management skills and the ability to prioritise work within tight deadlines.</p> <p>Ability to use initiative and adopt a creative approach to problem solving.</p> <p>Excellent IT skills and capability to learn new systems when required.</p> <p>Proven ability to work independently and as part of a team.</p> <p>Excellent attention to detail.</p>	
<p>Other requirements</p>	<p>All positions within Nexus ICA require a DBS check to be carried out.</p>	