

# Job Description

**Social Media Marketing Executive**  
**March 2025**

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## Purpose and Values

### Purpose

**Our purpose is:**  
Breaking down barriers together.

### Values

**Our values are:**  
Dare to be different  
Make it happen  
Don't be mean

## About the Post

We are a higher education provider, regulated by the Office for Students, and we deliver undergraduate degrees in Accounting, Business and Law.

We pride ourselves on providing disadvantaged and underrepresented students with access to a transformative higher education experience. We recruit students that have the potential, attitude and aspiration to succeed. This is key to us fulfilling our broader vision of offering students from all backgrounds the opportunity to define and pursue success through education.

The Marketing and Communications Team works effectively with the support of agencies. Employees are expected to fulfill a wide variety of tasks covering all the Marcoms disciplines.

The Social Media Marketing Executive will be responsible for:

- Developing and executing social media strategies to enhance brand presence, engagement, and student recruitment.
- Managing and growing the Digital Ambassador (Unibuddy) programme, ensuring ambassadors are engaged, trained, and aligned with marketing goals.
- Creating and curating engaging digital content, including social media posts, videos, podcasts (Bloomsbury Radio & Spotify), and interactive media.
- Monitoring and managing online community engagement, responding to queries, moderating discussions, and fostering meaningful interactions with students and stakeholders.

## Job Description

<b>Job Title:</b>	<b>Social Media Marketing Executive</b>
<b>Pay Grade:</b>	Grade 1: £25,980 - £36,480 per annum  Within the Grade 1 range and dependent upon experience, salary on appointment will be agreed between £27,480 and £34,980 per annum
<b>Contract:</b>	Permanent
<b>Hours of Work:</b>	37.5 hours per week  Monday to Friday 08.00 to 18.00 [Non-contractual flexible working scheme applies]  Additional work may be required outside of the normal working hours without additional pay
<b>Working from home:</b>	The postholder is required to be on-site. Flexible / Hybrid working is available at the discretion of the manager and ongoing arrangements will be worked out to reflect optimal attainment of our business goals
<b>Holidays (Paid):</b>	25 days (some of which to be taken during Christmas/New Year shut down), plus public holidays
<b>Pension:</b>	Contributory pension scheme  Full details are available from the Finance Department
<b>Main purpose of the role:</b>	To act as Bloomsbury Institute's Social Media Marketing Executive
<b>Duties will include:</b>	<ul style="list-style-type: none"><li>• Supporting the development and implementation of marketing and communications (internal and external)</li><li>• Working with agencies to support continuous improvement of the website, content and digital platforms</li><li>• Supporting the development of the Institute's social media channels, monitoring, and reporting</li><li>• Supporting Student Recruitment and Admissions in conversion activities</li></ul>
<b>Reporting to:</b>	Marketing Manager
<b>Location:</b>	7 Bedford Square, London WC1B 3RA



## Main Tasks

- Leading social media strategy and execution to drive engagement, brand awareness, and student recruitment.
- Managing the Digital Ambassador (Unibuddy) programme, including recruiting, briefing, and supporting student ambassadors to ensure effective peer-to-peer engagement and authentic student experiences.
- Understanding of social media platforms and trends (Instagram, Twitter, Facebook, LinkedIn, TikTok) and their role in event promotion.
- Tracking and analysing social media performance, using data insights to refine strategy and enhance engagement.
- Supporting with website and digital campaign work when required, ensuring alignment with overall marketing objectives.
- Familiarity with marketing tools and platforms (e.g., Google Analytics, social media management tools, email marketing software).
- Knowledge of content production, including photography, videography, and editing tools (e.g., Adobe Creative Suite, Canva).
- Proficiency in capturing, editing, and distributing high-quality visual and written content across digital platforms.
- Understanding of how to engage event audiences before, during, and after events, including knowledge of user behaviour and digital marketing trends.
- Maintain an understanding of national trends and developments that affect progression to higher education and integrate this into the continuous improvement of the prospect's journey at Bloomsbury Institute.
- Represent Bloomsbury Institute in the wider academic and professional community, participating and contributing to external conferences and workshops organised by external bodies and identifying examples of good practice at other HEIs which could usefully be adopted.
- Collaboration with internal stakeholders to ensure alignment of marketing activities with institutional goals and activities.
- Work with the Marketing Manager to ensure pro-active promotion and implementation of the equality and diversity requirements both within our promotional activities and pertaining to our staff within our marketing activity, in accordance with our policies and relevant legislation.
- Work with the Marketing Manager to ensure that Bloomsbury Institute complies with relevant legislation, and responsible for Health and Safety matters within our marketing activity, in particular, the establishment of safe working practices.
- Comply with Data Protection Act 2018, GDPR, and Accessibility requirements in all working practices maintaining confidentiality, integrity, availability, accessibility, accuracy, currency and security of information as appropriate.
- Undertake such other duties temporarily or on a continuing basis, as may reasonably be required, commensurate with the grade, and undertake any other tasks as directed by the Line Manager (or nominee).

***The above is not an exhaustive list of tasks as the role may change to meet the Institute's overall objectives. These tasks are subject to amendment over time as priorities and requirements evolve and as such the job description may be amended at any time by the line manager following discussion with the postholder.***

## Person specification

### Essential criteria [i.e. the criteria that an applicant must satisfy]

#### *Qualifications*

- Undergraduate degree or equivalent.

#### *Experience and attributes*

- A good understanding of the UK student recruitment market for both undergraduate and postgraduate study
- A good understanding of the UG and PG student recruitment journey
- A demonstrable understanding of digital marketing, market research, CRM, Content Management Systems (CMS) and Search Engine Optimisation (SEO) is also required.
- Experience of creating marketing collateral and content assets for marketing acquisition campaigns.
- A good understanding of the barriers to accessing higher education for underrepresented groups
- Experience of working across the boundaries of business areas to deliver projects
- Experience of developing positive relationships with internal and external stakeholders
- Experience in FE/HE marketing, and or a related commercial area
- Experience of a range of social media
- Experience of internal and external communications for a matrix organisation

#### *Essential Relevant Skills / Aptitudes*

- A degree in Marketing, Communications, or a related field (or equivalent work experience).
- Strong understanding of digital marketing principles and social media platforms.
- Proficiency in a range of ICT packages, including Adobe Creative Cloud and/or Canva, with strong design skills for creating engaging visual content
- Basic knowledge of SEO, Google Analytics, and email marketing tools.
- Excellent written and verbal communication skills.
- Creativity and the ability to generate engaging content.
- Ability to work independently and as part of a team.

- Strong organisational and time management skills.
- A positive solution orientated approach to challenge solving

### ***Personal qualities***

- Welcoming and hospitable attitude
- Ability to own and find solutions to problems
- Creative but practical – able to turn ideas into reality
- Commitment to living the Institute's values
- Enthusiasm and empathy for the Institute's vision and mission
- Genuine commitment to equal opportunities, widening participation, and the Institute's Inclusive Learning Environment

### ***Special Requirements***

- Able to work evenings and weekends with advance notice to support Institute events and external events/activities

## **Desirable criteria [i.e. the criteria that it is desirable (but not essential) that an applicant should satisfy]**

### ***Desirable Education / Training***

- Higher Degree Or relevant professional qualification at undergraduate level (Chartered where appropriate) in Marketing or Communications

### ***Desirable Relevant Experience***

- Experience of managing student ambassador schemes
- Experience managing an organisations online presence (social media)
- Understanding of marketing principles utilised in student recruitment
- Experience of event management

### ***Desirable Skills/Aptitudes***

- Ability to use CRM systems

### ***Desirable Personal qualities***

- No additional qualities specified

## **Guaranteed Interview Scheme for applicants with a disability and other related information**

We actively encourage applications from persons with a disability. If an applicant with a disability meets the essential criteria for the job (as set out within the Person Specification), they will be provided with the opportunity to demonstrate their abilities at an interview under our Guaranteed Interview Scheme.

In order to request a guaranteed interview, to obtain documentation in a different format, to ask for support or to discuss any issues around reasonable adjustments, in the first instance, please contact Antony Charles, Head of People and Development at [antony.charles@bil.ac.uk](mailto:antony.charles@bil.ac.uk).

Please refer to our Staff Recruitment and Development Policy for further information.