



Job Description

Job Title: Content and Social Media Manager

Direct supervisor: Senior Director of Marketing & Communications

Department: Marketing & Communications

Supervisees: N/A

Please note: you will need to be open to flexible working, both in location and time, which can sometimes be remotely or out of core working hours. You also need to be open to travelling to film, cover student events, and visit sites for content as appropriate.

1. The basic purpose and primary objectives of this position are:

Working collaboratively with the Marketing & Communications Team, you will take the lead in planning and implementing FIE's social media and content strategy, which is determined by the evolving marketing and recruitment plan.

Primarily, this will include:

- Determining your target audience and developing a short, medium, and long term content strategy.
- Developing a logical system for tracking and deployment.
- Working within the budget provided.
- Identifying the most relevant platforms to achieve our objectives.
- Executing your plan by creating engaging social and digital content appropriate for varied audiences.

You will conduct digital campaigns necessary for the effective implementation of your remit. Ultimately, the key metrics you are aiming to achieve will focus on engagement and reach. This could be using any of our existing social media or platforms (Instagram, Facebook, LinkedIn, podcasts, blogs) or new ways to engage with our core audiences, which you research and bring to the table.

Your secondary duties and responsibilities include but are not limited to:

- Assistance with special events and projects within the Marketing & Communications Team.
- Marketing and event support for the annual Student Global Leadership Conference (SGLC). This is the most important event FIE undertakes and you will be involved in both the strategic and operational aspects of its success, including leveraging social media reach and engagement.
- Supporting your departmental colleagues in small print, digital, email campaigns or other special requests.
- Serving on FIE working groups or committees, as pre-determined and logical within the Communications team.



2. The *managerial* and *team-working* duties and responsibilities include:

You will work closely with other members of the Marketing & Communications Team to ensure the marketing funnel of communication to potential students considers your social media goals.

FIE is an organization where all members of the team must be in constant communication, for example getting photos from student events from the Student Life team, video/voice clips from faculty and the Academics team for a podcast, or student profiles from the Experiential Education team about interns that might make a good social media profile. Lots of collaboration and communication is required for this position.

3. The *developmental* and *research* duties and responsibilities include:

You will be responsible for staying up on key marketing and social media trends, developing a social media and content strategy to support FIE's overall marketing strategy. You may need to utilize scheduling tools (such as Later.com or Hootsuite) to assist with your planning. You may need to research best practice or changes to social media platforms, communicate those changes to the Senior Director of Marketing, and adjust and execute as necessary.

4. The *operational*, *administrative* and *maintenance* duties and responsibilities on a routine, day to day basis include:

As a trusted member of the Marketing & Communications Team, you will be one of a small number of staff with access to FIE's website and social channels. You may be asked to assist in:

Web Site Maintenance

- Action small internal requests for website updates and changes.
- Work with various teams within FIE to ensure information for programs, dates, fees, syllabi, etc. are up to date and correct on the FIE website.

5. The main skills and qualifications required for this job are:

The Content and Social Media Manager must be skilled in web editing, corporate social media account maintenance, and digital marketing.

- BA in Communications, Marketing or other relevant area
- Demonstrable experience in project management including web, digital, and social media aspects of a busy communications and marketing office
- Working knowledge of visual design applications to create content (such as Adobe Creative Cloud, Canva)
- Previous experience working as part of a team whilst being able to work independently
- Strong multitasking and prioritisation skills
- Excellent writing skills
- Thoughtful and meaningful interpersonal communication skills
- Attention to detail

Desired Qualifications/Experience:

- Experience in and/or a comprehensive understanding of the US higher education market with particular emphasis on study abroad.