

Title Social Media and Engagement Officer
Team Digital and Engagement
Manager Digital Engagement Manager



JOB DESCRIPTION

Main Purpose(s)

Take the lead on BUCS' social media channels (Instagram, X, TikTok, LinkedIn and YouTube) to create reach and engagement of our sport and event offering across the calendar year. The incoming Social Media and Engagement Officer should live and breathe sport and social media and know what our audience wants to see next.

Main duties and responsibilities

- Own and manage BUCS' social media channels on a day-to-day basis.
- Work with the Digital and Engagement Manager and wider Engagement team to manage the content calendar.
- Work with the wider Engagement team to coordinate and brief content for social media.
- Working at live sporting events delivering instant reactive content both natively in the platform and coordinating the wider engagement team for content.
- Coordination and execution of social campaigns, including paid campaigns, mapped across the wider marketing calendar.
- Actively monitor emerging social media trends and platforms, making recommendations as you see fit.
- Produce social content aligning to the brand and tone of voice.
- Monitoring/tracking of social performance monthly and ad hoc basis, as required.

Title Social Media and Engagement Officer
Team Digital and Engagement
Manager Digital Engagement Manager



PERSON SPECIFICATION

Research shows that some people don't apply for a role if they feel they do not meet 100% of the person specification. We encourage you to apply for this role if you feel you meet the key skills and knowledge listed below, even if you feel you do not have all of them. We are passionate about identifying the right people to help us develop and thrive.

Essential knowledge or experience

- 1+ years working in social media or a similar position.
- Good knowledge, passion for and understanding of sport.

Essential skills and abilities

- Proficiency in social media platforms including Instagram, X, LinkedIn, TikTok, YouTube and Facebook.
- Strong written communication skills including creative copywriting.
- Understanding of current social media trends.
- Creative content creation for social.

Desirable knowledge or experience

- Previous experience using Twitter Live Cut to clip live sporting events.
- Adobe Photoshop or other graphic design software experience.
- Knowledge of CMS systems.
- Content creation (Basic photography or videography)