# JOB DESCRIPTION

## Social Media Coordinator

**Vacancy Ref:** N1914

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Present Grade: 5S</th>
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<tbody>
<tr>
<td><strong>Department/College:</strong></td>
<td>The Ruskin – Library, Museum and Research Centre, Department of History</td>
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<tr>
<td><strong>Directly responsible to:</strong></td>
<td>Prof Sandra Kemp, Director, The Ruskin – Library, Museum and Research Centre</td>
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<tr>
<td><strong>Supervisory responsibility for:</strong></td>
<td>N/A</td>
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### Other contacts

**Internal:** press office, communications and marketing team, web team, communications leads in faculties and departments, communications leads in Professional Services

**External:** Owners and providers of target social media channels

### Major Duties:

- Manage the day to day running of The Ruskin’s main social media channels. Proactively manage and plan engaging content from a variety of sources.
- Integrate social media with other communications and marketing activities.
- Monitor engagement through social media channels and provide front line responses.
- Provide advice on appropriate digital channels to reach target audiences. Provide administrative support and specialist advice for and on digital activities.
- Support and maintain a network of professional social media users within the organisation.
- Provide training, advice and support on social media best practice.
- Occasionally work out of normal office hours.