

Post/Job Title:	Social Marketing Manager
Postholder:	
Ref:	
Location including building:	Studland House, Lansdowne Campus
Faculty/Professional Service:	Marketing & Communications
Group/Section:	Brand & Marketing
Normal hours per week:	Full-time
Grade:	6
Accountable to:	Senior Brand & Content Marketing Manager
Special conditions:	Flexible approach and additional hours may be required to support content coverage at key events. This role will have an out of hours commitment to channel monitoring on a rota'd basis with other managers within M&C.

Job Purpose

The Social Marketing Manager plays a crucial role in executing Bournemouth University's content marketing strategy, ensuring the creation and delivery of compelling, high-quality content across all brand marketing and communications channels, particularly our social channels. The role supports the Senior Brand & Content Marketing Manager and works hand-in-hand with the Content Marketing Manager in bringing the university's brand to life through engaging storytelling, creative campaigns, and data-driven content strategies on social media, aligned to our strategy

The postholder will be responsible for overseeing a Content Marketing Officer and a team of Content Marketing Coordinators, each of whom will have an allocated portfolio of responsibility with alignment to social media, ensuring that all content is optimised for engagement, reach, and brand impact. Working closely with internal and external stakeholders, the Social Marketing Manager ensures that BU's social marketing efforts align with institutional priorities and marketing campaigns while maintaining a consistent and effective brand voice. The postholder will also work closely with the Communications team to ensure alignment between content strategies and communications initiatives (both internal and external).

The postholder is responsible for ensuring that all content complies with public sector accessibility standards, consumer protection laws, and CMA guidelines. Additionally, the postholder will manage BU's content channels on a day-to-day basis, ensuring their effectiveness, security, and alignment with BU's brand values and strategic goals.

Main Responsibilities

Content Strategy & Execution

1. Support the Senior Brand & Content Marketing Manager in executing the content and social marketing strategy, ensuring alignment with BU's institutional goals. Accountability for the delivery of the strategy action plan and embedded actions into practice.
2. Manage content planning cycles, including editorial calendars, campaign integration, and cross-channel storytelling.
3. Work collaboratively with campaign managers and communications teams to develop content that supports marketing, recruitment, reputational and brand-building objectives in a proactive and considered way.

Content Creation & Production Management

4. Oversee the Content Marketing Officers and Content Marketing Coordinators, ensuring the production of high-quality, on-brand content and social campaigns in collaboration with the Campaigns & Communications teams.
5. Support content production workflows from ideation to execution, ensuring quality control, consistency, and timely delivery.
6. Ensure engaging, high-impact content is created and coordinated across various formats, including web content, articles, video, social media, and multimedia storytelling.

Brand & Channel Management

7. Ensure brand consistency across all marketing and communications materials, maintaining BU's visual and verbal identity guidelines.
8. Oversee BU's owned social media channels, including social media management tools (Hootsuite), blogs, and digital channels, ensuring content is optimised for performance and engagement.
9. Collaborate with the Content Marketing Officers to create optimised content schedules, distribution and engagement across key platforms and in support of key campaigns, the PR & news agenda, internal and external campaigns and key events and business objectives.
10. Work collaboratively with the Communications team on a protocol for handling emergency, major incident and reputational protection activities, including an out-of-hours protocol.

Audience & Performance Insights

11. Leverage audience insights and data analytics to refine content and social channel strategy and improve engagement.
12. Monitor content performance and deploy social listening activities across digital and social platforms, using data to optimise impact.
13. Document content performance insights, ensuring learnings are applied to future campaigns and strategies.

Stakeholder Engagement & Team Management

14. Line manage and support the professional development of the Content Marketing Officers and Content Marketing Coordinators. Nurture social media passion, expertise and subject matter expertise within the team and provide opportunities for development and skills evolution across the team.
15. Collaborate with external agencies, freelancers, and internal creative teams to produce high-quality content.
16. Act as a key liaison between content creators and other marketing and communications colleagues, ensuring seamless integration of messaging across all channels.
17. Act as a Social Media expert and champion within the organisation, supporting an increasingly centralised approach to channel management and governed approach. Define proactive means for gathering content priorities from internal teams, ultimately seeking to reduce a reactive approach and reinvest time into innovative new practice and trending formats.

Innovation & Continuous Improvement

16. Champion innovation in social media and content marketing, exploring new formats, storytelling techniques, and emerging digital and social trends.
17. Support compliance with public sector accessibility standards, consumer protection laws, and CMA guidance for universities.
18. Perform other duties as required by the Senior Brand & Content Marketing Manager or Head of Brand, Content and Channels.

Organisational Structure

Reports to: Senior Brand & Content Marketing Manager

Works alongside: Content Marketing Manager

Manages: Content Marketing Officers and Content Marketing Coordinators

Contacts

Internal: Marketing & Communications teams, faculties, and departments across BU.

External: Agencies, freelancers, digital partners, and media platforms.

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Additional Information

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

April 2025

Person Specification		
Post / Job Title: Social Marketing Manager	Post No:	
School / Service: Marketing & Communications	Date: April 2025	
SELECTION CRITERIA		Essential / Desirable
Knowledge (including experience & qualifications)		
Educated to degree level in marketing, communications, or a related field, or significant equivalent relevant experience.		E
Proven experience in social media marketing, brand management, or digital marketing roles (typically 3+ years).		E
Strong understanding of social media principles, multi-channel distribution, and audience engagement strategies.		E
In-depth knowledge of brand storytelling, maintaining brand consistency across visual and written content, and developing integrated marketing campaigns.		E
Proven experience in a role with major incident or crisis communications aspects (on social media), with an understanding of reputation management in this space.		D
Knowledge of social media strategies, channel best practices and algorithms, and the use of analytics to optimize channel engagement and performance.		E
Experience managing and collaborating with creative teams (writers, designers, video producers) and external agencies.		E
Familiarity with accessibility standards, consumer protection laws, and the Competition and Markets Authority (CMA) guidelines.		D
Knowledge of the Further & Higher Education sector and its unique challenges and opportunities.		D
Skills		
Ability to develop and implement social content and channel strategies that align with BU's institutional goals and objectives.		E
Strong people management skills, with experience leading a diverse creative team.		E
Ability to craft compelling narratives and oversee the creation of high-quality content across a range of formats (articles, video, social media, etc.).		E
Strong organisational skills, with the ability to manage multiple projects, deadlines, and stakeholders efficiently.		E
Analytical skills to interpret data and refine content strategies to improve engagement.		E
Excellent writing, editing, and proofreading skills to ensure accuracy, clarity, and consistency across all content.		E
Strong interpersonal, communication, and presentation skills, with the ability to engage and influence stakeholders at all levels.		E
Attributes		
Passion for creative storytelling and innovative content creation with a focus on engaging audiences.		E
Detail-oriented and committed to producing high-quality content that aligns with BU's brand and values.		E
Adaptable and resilient, able to thrive in a fast-paced environment with shifting priorities.		E
Strong interpersonal and negotiation skills to work effectively with internal teams and external partners.		E
Problem-solving and initiative-driven, with a focus on continuous improvement in content marketing.		E
Self-driven and proactive, with the ability to independently manage and drive content projects forward.		E
Deep understanding of audience needs, ensuring content is created with the target audience in mind.		E