



Social Media Executive – Communications and Events

Hybrid (two days per week onsite), Park End Street and Hayes House, Oxford and Egrove Park, Kennington

Grade 6: £34,982 - £40,855 per annum including the Oxford University Weighting of £1,500 per annum

Permanent, full time (37.5 hours per week)

Saïd Business School, University of Oxford

Vacancy reference: 178479



The role

The Social Media Executive will play a key role in supporting, executing and managing Saïd Business School's social media strategy. Reporting to the Social Media Manager, the Social Media Executive will be responsible for creating, curating, engaging, managing and reporting on content across the School's social media platforms to increase brand awareness, engage diverse audiences, and support broader marketing and communications goals. This role requires a creative approach to content development, strong social media management skills, and the ability to work closely with various departments to ensure a consistent and engaging presence across all social channels.

Saïd Business School is one of Europe's leading business schools within one of the world's most iconic universities. As a School our research, teaching and engagement focusses on tackling the complex challenges facing business today and equipping current and future business leaders with the knowledge and tools to create impact in their relevant industry, sector or environment. Saïd Business School's Marketing Team is responsible for building and safeguarding the brand and reputation of the School.

The Social Media team is at the heart of this storytelling. They do this by:

- showcasing and communicating the excellence and impact of our faculty's research
- promoting and sharing the success stories of our students and alumni
- highlighting the outstanding programmes and teaching that Oxford Saïd provides
- providing technical and content support to colleagues across the School including, but not limited to, student support teams, faculty support teams and the development and fundraising teams.

The School's social media work is exciting, creative and diverse. You get to work with multiple teams across the School to spot, develop, generate and evaluate appropriate social media content plans and campaigns. The executive will

work to inspire the School's diverse range of audiences by creating relevant and engaging content (video shorts, reels, graphics, audiograms, images, stories) appropriate to the relevant social media audience. This role is an operational role, with hands-on involvement in terms of creating and managing the content.

The role reports into the Social Media Manager. The Marketing Team is a broad and collaborative team where all members work closely with each other, and support each other's aims and objectives with platform specific expertise. The right candidate must have proven experience of generating and producing social media content in a busy, sometimes pressured environment and the ability to work supportively and collaboratively in a matrixed structure. It is essential that the right candidate also strongly identifies with and embodies our core values - transformational, respectful, entrepreneurial, collaborative, purposeful and excellence.

Responsibilities

- To develop an in-depth understanding of the School's research, programme and events portfolio in order to showcase its excellence on appropriate social media channels
- Generate and schedule day-to-day social media activity and ensure relevant social media scheduling tool is kept up to date
- Support the Social Media Manager in driving innovation across channels and in exploring new content opportunities
- Collaborate with colleagues in the marketing team and beyond to support them with their social media needs
- Storyboard and collaborate closely with designers on the creation of visual assets that are needed for social media posts in line with the School brand
- Work close with the content team to generate engaging social media reels and videos



- Oversee and manage social media takeovers by our students on relevant social media platforms (eg Instagram)
- Support the Social Media Manager in creating and scheduling content to support awareness of, and recruitment targets for, all our programmes – in person and online –ranging from our youth summer schools to our Executive MBA
- Monitor customer comments/posts and ensure that the School’s brand and reputation is always protected. Ensure any issues of concern are immediately flagged to Social Media Manager / Associate Director of Communications and Events
- Support Social Media Manager in monitoring social media performance and engagement, and in providing regular reports and feedback to the wider team
- Alongside the Social Media Manager champion social media, encourage employee advocacy and drive social excellence across the business

Additional responsibilities when working alongside members of the central and extended marketing team:

- To support the Social Media Manager in executing and delivering strategic content, communication and campaign plans
- To ensure all text content is written and edited to the highest standards, and complies with the school’s ‘tone of voice’ and style guide
- To ensure all audio, video, image and infographic content is of the highest standard and complies with the school’s brand and design guidelines
- To spot opportunities to leverage School content and stories across social media
- Support other staff, who are less experienced with social media, on the use of social media and promote its use across the school to

amplify core brand messages and school values

- To support colleagues on social/digital content creation – e.g., how best to promote blogs – and ensure best practice so our external content is always of the highest quality and complies with school brand and design guidelines
- To support the Social Media Manager in monitoring and evaluating competitor activity and spot any possible learnings or opportunities

Selection criteria

Essential selection criteria

- Experience and proven track record of success in creating social media content for businesses or organizations.
- Demonstrable experience in a social media role where you have created video social media content, managed social content planning and devised social strategies
- In-depth knowledge of all social media platforms and what’s trending, (TikTok, Instagram, Facebook, LinkedIn, X, BlueSky and You Tube)
- Understanding of how different social media platforms drive loyalty, engagement and impact and therefore how best to use each one
- Strong understanding of social media KPIs - be able to analyse metrics and data to measure the effectiveness of social media campaigns and make data-driven decisions.
- Track record in driving and achieving growth across various social media metrics
- Creative copywriting experience, with a knack for embodying a brand’s voice and tone in social media content



- Excellent writing skills ensuring that all external messaging aligns with the school's brand and tone of voice, safeguarding Oxford Saïd's reputation
- Excellent attention to detail ensuring all published copy is accurate and error-free
- A natural storyteller interested in explaining the school's complex research in a compelling and engaging way to a non-specialist audience
- Experience with social scheduling and monitoring tools (Sprout Social, etc.)
- Experience of using design tools such as Canva and Adobe Premiere Pro
- Expert on social and community platforms (Facebook, Instagram, You Tube etc)
- Excellent photography skills; camera and smartphone capable
- Strong people skills in liaising with professional service colleagues, faculty and students
- Collaborative and supportive team player
- Excellent organisational, planning and time management skills and the ability to work to deadlines and on own initiative. Able to effectively communicate with the team, stakeholders and the target audience.
- A genuine passion for social media and marketing and be motivated to stay current with the latest trends and best practices.

Desirable selection criteria

- Demonstrable experience in developing and implementing social media strategies and campaigns for clients
- Experience working with or in Higher Education

- Knowledge and experience of growing social media presence in markets such as China, India, Africa and the Middle East
- Excellent videography skills
- Strong research and analytical skills, including the ability to interpret complex data

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at <https://www.jobs.ox.ac.uk/pre-employment-checks>.



About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford. For more information, please visit www.ox.ac.uk/about/organisation.

Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems.

We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom

and open programmes and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

Sustainability

Saïd Business School is committed to the highest standards of environmental sustainability, preserving the planet for future generations and acting in a socially sustainable manner. As an employee you are expected to uphold these commitments in accordance with our Environmental Policy. You can learn more about our organisation's sustainability efforts at:

<https://www.sbs.ox.ac.uk/about-us/school/sustainability>.

Diversity and Inclusion

Oxford Saïd is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and students are respected. We recognise that the broad range of experiences that a diverse staff and student body brings strengthens our research and enhances our teaching, and that in order for Oxford to remain a world-leading institution we must continue to provide a diverse, inclusive, fair and open environment that allows everyone to grow and flourish.

Oxford Saïd holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.



Our Values

To better understand our Values, what behaviours demonstrate them and how they are involved in your everyday work we have created the below descriptors.

Transformational

We challenge constructively, provoke thought, and influence and inspire others to develop.

Respectful

We are caring, supportive, appreciative, embrace difference and value each other's opinions.

Entrepreneurial

We embrace and encourage change and innovation. We are creative, flexible and brave.

Collaborative

We are stronger together. We are inclusive, approachable, listen to others and value good communication.

Purposeful

We are a community who believe in sustainable growth, and are responsible, principled and transparent.

Excellence

We are professional, focused and aligned, and have a responsibility to do the very best we can.

Wellbeing

Saïd Business School acknowledges the importance of wellbeing, in enabling people to thrive at work and ensure a work-life balance. It provides a number of initiatives to help support wellbeing and would encourage you to participate. At an individual level, wellbeing means recognising what helps us remain resilient and taking appropriate steps. If we experience difficulties, doing our best to rectify them and making our line manager aware of aspects that they could support us with.

Further information about Saïd Business School is available at www.sbs.oxford.edu.

Social Sciences

Oxford Saïd is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses. For more information please visit <https://www.socsci.ox.ac.uk>.



How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education or during career breaks (such as time out to care for dependants).

Please upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

If you currently work for the University please note that:

- As part of the referencing process, we will contact your current department to confirm basic employment details including reason for leaving.
- Although employees may hold multiple part-time posts, they may not hold more than the equivalent of a full time post. If you are offered this post, and accepting it would take you over the equivalent of full-time hours, you will be expected to resign from, or reduce hours in, your other posts(s) before starting work in the new post.

If you need help

Application FAQs, including technical troubleshooting advice is available at <https://staff.web.ox.ac.uk/recruitment-support-faqs>.

Non-technical questions about this job should be addressed to HR.Recruitment@sbs.ox.ac.uk.

To return to the online application at any stage, please go to www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our e-recruitment system to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.



Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>.

The University's Policy on Data Protection is available at <https://compliance.admin.ox.ac.uk/data-protection-policy>.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at **grade RSIV/D35 and clinical equivalents E62 and E82** of 30 September before the 70th birthday. The justification for this is explained at <https://hr.admin.ox.ac.uk/the-ejra>.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures <https://hr.admin.ox.ac.uk/the-ejra>.

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.



Oxford Saïd Exclusive Benefits

Wellbeing initiatives

Oxford Saïd runs an annual Wellbeing Day for all staff. In addition to this, there is yoga, healthy food deliveries, health MOTs and a range of other ad hoc programmes. Our excellent catering facilities provide a high standard of food, including healthy eating and vegetarian options at a subsidised cost.

Staff Summer and Christmas parties

Oxford Saïd like to reward all of their staff for their great work and their Christmas and Summer parties are our way of saying thank you. The Christmas party is for all staff and the summer party is for staff and their immediate family members, because we know how important family is to all of us.

Employee Assistance provider

Validium is an employee assistance and wellbeing consultancy that works in partnership with the Business School to provide staff and their immediate family with a free 24-hour per day helpline providing confidential information and counselling services on personal issues.

University of Oxford Benefits

Annual leave

38 days (inc. public holidays). Long service additional annual leave – up to 5 days per annum, pro rata for part time employees. Previous service within higher education sector can be recognised. An additional scheme enables staff to request to purchase up to 10 additional days in each holiday year.

Salary and salary sacrifice schemes

The University salary and grading structure allows for annual incremental progression until a scale-bar point is reached. This incremental progression is automatic. Additionally, there are salary sacrifice schemes for bicycles and electric cars. See <https://hr.admin.ox.ac.uk/staff-benefits>.

Pension

If you are on an academic or academic related pay scale (grade 6 or above), you are automatically a member of USS. Employer contribution is 14.5% and Employee contribution is 6.1%.

If you are on a pay scale other than academic or academic related (grade 1-5) you are automatically a member of OSPS. Employee contribution can be between 4%- 8% and Employer contribution 6%-10%.

University discounts

All University staff can purchase a NUS Extra discount card for £12 for 12 months (£22 for 2 years, £32 for 3 years) which gives access to numerous exclusive offers and discounts from many popular retailers. There are a wide range of other discounts from external companies available using a university card.

University Club

Membership of the University Club is free for all University staff. The University Club offers social, sporting and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room and swimming pool. See www.club.ox.ac.uk and <https://www.sport.ox.ac.uk/>.

Access to Oxford buildings

Free access to a number of Oxford colleges, Botanic Gardens, Harcourt Arboretum, Wytham Woods and discount at numerous restaurants/shops.





Saïd Business School
University of Oxford
Park End Street
Oxford, OX1 1HP
United Kingdom
www.sbs.oxford.edu

All information is correct at the time of going to press.

Please check our website for the most up-to-date information.

Saïd Business School, University of Oxford