**JOB DESCRIPTION**

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| **Job Title** | Social Media Assistant | |
| **Department** | Communications & Insight | |
| **Rate of Pay** | National Minimum Wage, 25 hours a week | |
| **Report to** | Membership Services Manager | |
| **Contract** | 6 months | |
| **Closing date for applications** | Thursday 19th August, 5pm | |
| **Interview Date** | … | |
| **Overview of Role**  The Social Media Assistant will work alongside existing Guild staff, elected officers and 4 other Kickstart Trainees to develop and deliver an amazing student life for students at University College Birmingham. The Social Media Assistant’s focus will be on delivering the Guild’s communications plan, communicating key messages to students and stakeholders to ensure they can actively engage with the Guild of Students.  The Social Media Assistant will drive our digital communications, managing the Guild’s social media channels, including designing and developing channels of active engagement with users. They will also keep our website up to date with interesting content, drawn from societies, students groups and our elected officer team. They will get the chance to lead on some content creation, and learn about some key professional communications skills, such as developing active social listening approaches and identifying trends in student interests and student engagement.  The successful candidate will get a real life experience of coordinating and developing comms for a student-led youth charity, being able to use their creative skills and problem solving abilities to increase student engagement with our channels and make the Guild’s main communication platforms somewhere students wish to come to engage with us and each other. This role will set someone up perfectly to take their next steps into a digital comms role in another charity or youth organisation.  As part of the development within their role, they may work with societies, students and other Kickstart Trainees to establish new ideas and new systems to make the Guild an even better place to have an amazing student experience.  Their work will be varied and exciting, working in a fun and sociable environment with a real focus on development, growth and learning.  **Essential skills, qualifications and experience**  The most important skills required for this role are a passion and commitment to youth and student-led activities, a desire to develop a career in the broader charity sector, and someone who is excited at the prospect of developing great communications skills. We will provide full support and training, and are looking to proactively help to support a young person to develop their career – so a willingness to learn, and desire to grow and develop the required skills are the most important aspect of this role.  The successful candidate should also be able work and communicate confidently with a diverse range of people and groups.  Some experience of making use of social media channels to promote and develop an idea, a product or service would be desirable, whether that’s as part of a role, volunteering or in their day to day life as a hobby or interest.  We will be looking for someone with good technical skills, who can keep up to date with the latest trends of social media, and work confidently with online website content editing following some basic training. They should have a commitment to developing the right skills to be great communicators.  The successful candidate should also have English and Maths fluency to GCSE level.  Experience of some form of formal working, whether in an office environment or otherwise, would be an advantage. | | |
| **Other Information** | | |
| **Role development** | | All Kickstart Trainees will take part in a national development programme, delivered by Koreo, a social enterprise that mobilises talent to create social change. Through a mix of self-directed and facilitated learning, you will be supported to develop employability skills, build networks and join part of an extensive community of young people kickstarting their careers in the community development space.  As a Guild of Students, our staff team is specialised in youth development and community building. We will provide you with a mentor, and work directly with you to identify your next career steps, supporting you wherever possible in gaining experience that will lead you to securing a role in your chosen field. |
| **Governance** | | The Guild is primarily governed by its Board of Trustees, comprising two full-time sabbatical officers, two current students and two external trustees. The Board have ultimate responsibility for the day-to-day management and operation of the Guild, through delegation to the President and the Director. The Trustees ensure the Guild remains legally compliant, solvent, and functions in accordance with the Constitution. |
| **Democratic** | | The student activities of the Guild are coordinated through the Executive Committee, of which all elected student officers are members, and which is formally a subcommittee of the Board. The Executive Committee is also responsible for maintaining a coherent record of policy adopted by Student Council, and developing and proposing new policies for Student Council to consider. |