University of Nottingham
UK | CHINA | MALAYSIA

JOB DESCRIPTION

Job Title	Assistant Manager (Commercially known as Digital Communications Manager)
School/Department:	Corporate Marketing
Job Family and Level:	Level 4
Contract Status:	Permanent
Reporting To:	Head of Communications
Job Summary:	Reporting to the Head of Communications, the Role Holder is responsible for developing and delivering UNM's digital communications strategy across social media and other digital platforms. The role supports student recruitment, research visibility, and the University's reputation through engaging, audience-focused content and campaigns. The role-holder will identify and promote compelling stories, research achievements, expert insights, and student experiences that showcase UNM's impact and strengths. A key responsibility is managing UNM's student content creator programme and driving the production of authentic user-generated content (UGC) across digital channels. Working closely with internal and external stakeholders, the Digital Communications Manager will deliver integrated digital communications initiatives, provide guidance on social media best practices, and oversee content planning, performance reporting, and the day-to-day management of UNM's social media channels.

Specific role:

No.	Main Responsibilities
1	**Social Media Strategy and Campaigns Management** • Develop and execute UNM's social media strategy to enhance brand visibility, engagement, reputation and student recruitment outcomes. • Lead the planning, delivery and optimisation of organic and paid social media campaigns across owned digital channels. • Support student recruitment campaigns through strategic social media planning, content development, amplification, and optimisation across owned channels. • Develop proactive content strategies that support student recruitment, student experience, research impact, academic expertise and institutional reputation. • Identify opportunities for new and emerging platforms that align with UNM's objectives. • Monitor audience trends, competitor activity, social conversations and performance insights to inform content strategy and campaign planning. • Translate complex academic, research and institutional topics into engaging, audience-focused social content. • Build recurring content formats that position UNM academics, researchers, students and alumni as trusted voices and brand advocates. • Manage external agencies and partners to ensure timely and effective campaign execution.

	• Evaluate social media and content performance through analytics and reporting, providing regular insights and recommendations to improve engagement, brand visibility, reputation, and recruitment outcomes.
2	**Content Strategy, Student Talent and Creator Development** • Recruit, manage and develop the Student Content Creator Squad to produce authentic user-generated content across UNM's digital channels. • Build a sustainable pipeline of student, academic, researcher and alumni stories that strengthen engagement and brand reputation. • Collaborate with Faculties, Schools and research communities to identify and amplify impactful stories, achievements and thought leadership opportunities. • Identify, brief and manage content contributors, ambassadors, influencers and external collaborators where appropriate. • Develop strategic partnerships and collaborations that increase visibility, relevance and audience reach.
3	**Community and Reputation Management** • Work closely with agency partners to ensure effective community management across social media channels. • Monitor online conversations, public sentiment and emerging issues, responding appropriately to protect and strengthen the University's reputation. • Ensure enquiries and prospective student leads are directed to the appropriate teams in a timely manner. • Maintain brand governance, editorial standards and consistent messaging across all digital platforms.
4	**Stakeholder Engagement and Capability Building** • Partner with internal stakeholders to ensure effective planning, coordination and delivery of digital communications initiatives. • Provide advice and guidance on social media and digital community management best practices. • Develop and deliver training, workshops and resources to support colleagues in enhancing their digital and social media capabilities. • Foster collaboration across Corporate Marketing, Faculties, Schools and Departments to maximise content opportunities and audience engagement.
5	**Measurement and Reporting** • Monitor and analyse social media performance against agreed objectives and KPIs. • Produce regular reports and insights on audience growth, engagement, reach, sentiment, and lead generation to support decision-making. • Use analytics and social listening tools to identify trends, opportunities, and areas for improvement. • Evaluate the effectiveness of social media content and campaigns, applying insights to optimise future performance. • Provide recommendations to enhance audience engagement, brand visibility, reputation, and student recruitment outcomes.

Job Requirements:

Specification	Essential	Desirable
Qualifications/Education	• Bachelor's degree or equivalent qualification in Communications, Marketing, Digital Media, Public Relations, Journalism, or a related field.	• Experience working in an agency environment will be an advantage. • Professional certifications in digital marketing, social media management, analytics, or

		related disciplines will be an advantage.
Knowledge and Skills	• Strong understanding of digital communications, content strategy, social media management, and integrated multi-channel campaign planning. • Excellent writing, editing, verbal communication, and storytelling skills, with the ability to translate complex topics into engaging, audience-focused content. • Experience creating, managing, and optimising content across social media, web, and digital platforms, with a good understanding of SEO, content marketing, and audience engagement best practices. • Proficiency in digital analytics and reporting tools (e.g., Google Analytics, Meta Business Suite, TikTok Business Suite, Sprout Social), with the ability to evaluate campaign performance and generate actionable insights. • Experience developing content calendars and leading the execution of integrated social media campaigns targeting youth and working adult audiences. • Strong stakeholder management, project coordination, and collaboration skills, including experience managing content contributors, creators, ambassadors, or user-generated content (UGC) programmes. • Sound understanding of brand governance, reputation management, tone of voice, and content quality standards. • Strong understanding of consumer behaviour, integrated marketing channels, and the ability to identify compelling stories that support brand,	• Basic understanding of design tools (e.g., Canva, Adobe Creative Suite) • Knowledge of audience segmentation and paid media targeting • Understanding of higher education sector and student recruitment journey

	recruitment, and engagement objectives.	
Working Experience	• Minimum 7 years' experience in digital communications, marketing, or social media management • Proven experience managing integrated digital campaigns across multiple channels • Demonstrated ability to collaborate with agencies, vendors, and cross-functional teams • Experience using analytics and audience insights to optimise performance and inform decision-making	• Experience in higher education, education, non-profit, or purpose-driven organisations • Experience managing online communities, partnerships, ambassadors, or influencer programmes
Others	• Strategic thinker with a hands-on, results-oriented approach to execution. • Proactive, resourceful, and self-motivated, with the ability to make sound decisions independently. • Highly organised with strong project, time, and priority management skills, capable of managing multiple projects and deadlines in a fast-paced environment. • Excellent interpersonal, communication, and stakeholder management skills, with the ability to build relationships, influence, and collaborate effectively across all levels of the organisation. • Collaborative and receptive to feedback, while maintaining accountability and ownership of deliverables. • Adaptable, creative, and innovative, with strong problem-solving skills and the ability to develop practical solutions. • Strong attention to detail and commitment to producing high-quality work.	• Passion for education and student engagement • Curious, innovative, and forward-thinking mindset • Commitment to continuous learning and professional development • Willingness to explore and adopt emerging digital technologies and best practices • Skilled at understanding the different cultural nuances and languages of our customers