

# Student Social Media Ambassador

## Job Description

( Internal student role only)

### Position overview

<b>Department</b>	Northeastern University Communications
<b>Location</b>	Devon House, London (Hybrid role)
<b>Term</b>	December 2022 to April 2023 (5 months) December 2022 to November 2023 (12 months)
<b>Salary</b>	£11.50 per hour, up to eight hours per month (timesheet arrangements)
<b>Start</b>	Asap

The Student Social Media Ambassador at Northeastern University is responsible for working with the university's communications team to develop and implement highly creative social media content that promotes Northeastern in innovative and engaging ways. The Student Social Media Ambassador is well-versed in the social media landscape, knows all existing and up-and-coming platforms, follows trends, and brings new ideas. As a member of Northeastern's Student Social Media Ambassador team embedded in the university's Communications department, the Student Social Media Ambassador on the London campus will help increase student engagement across all relevant platforms, provide feedback and insight into the student experience, appraise and evaluate the effectiveness of social media strategies, and actively participate in larger student conversations across social media. The Student Social Media Ambassador at Northeastern University London will also help to generate ideas for and manage events or activations on the London campus at Devon House that encourage students to follow and engage with Northeastern University on social media.

### Duties and Responsibilities

- Content Development and Distribution 80%

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- Brainstorm, develop and implement engaging social media content. Research trends, channels and strategies and implement innovative findings and ideas.
- Event Creation and Management 10%
- Develop and manage in-person events and activations that help to increase followers and engagement on Northeastern's social media channels.
- Strategy and Feedback 10%
- Provide feedback and insight into the student experience at monthly meetings, appraise and evaluate the effectiveness of social media strategies, and actively participate in larger student conversations

### **PERSON SPECIFICATION CRITERIA (ESSENTIAL / DESIRABLE)**

- Passion for Northeastern University
- Active social media presence and proven record of creating engaging social media content.
- Ability to work 8 hours per month and attend and participate in one meeting per month, as well as events throughout the academic year.
- Ability to actively participate in larger student conversations across social media.
- Submit a minimum of two original content pieces per month: one photo and one video.
- Interest in helping shape student-related social media engagements and initiatives.

### **About the University**

Founded in 2012, Northeastern University London (formerly known as New College of the Humanities) has established itself as a prestigious higher education institution based in the heart of London. After becoming part of Northeastern University's global network in early 2019, the University has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moved to a new, state-of-the-art campus in 2021. The University continues to grow further expanding its student cohort, courses, network and opportunities. students year on year, further expanding its courses, network and opportunities.

### **Application process**

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Applications should be made via [this link](#) by 20:00 on **2<sup>nd</sup> Dec 2022**. Please reference your application **SSMA1122**. Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.