

Social Media and PR Assistant (Journals)

JOB DESCRIPTION

Contract: Permanent, part-time.

Hours: 9 hours per week.

Salary: £13.15 per hour.

Location: Remote with occasional travel to the UACES office or events.

Reports to: Executive Director with regular communication with journal editors.

Purpose of the role

As the Social Media and PR Assistant, you will support the journal editors and UACES office team with social media delivery, engagement, and promotion of journal articles to the wider audience of contemporary European Studies and the public.

You will work with the JCMS and CEP journal and blog editors to continue to build an online presence and following, supporting their objectives to increase submissions, readership, and public awareness.

You will work with the UACES office team and journal editors to ensure that our online and offline communications approaches are well coordinated and adhere to our brand, social media and press strategies. You will contribute to reporting and continuous improvement through tracking and analysis activities.

Key duties and responsibilities

- Create and schedule innovative and impactful written, visual and audio content for social media and blogs.
- Research, write and publish news releases and respond to media enquiries in liaison with the journal editors.
- Develop contacts and build relationships throughout academic, trade and national press.
- Manage the JCMS and CEP social media accounts and blogs.
- Ensure accuracy, high quality and consistency in social media messaging and news releases.
- Engage and build relationships to help drive engagement across social platforms, grow social presence and develop deeper relationships with the wider contemporary European Studies community.
- Track, analyse, and report on social media metrics and press engagement to assess the performance of our content. Use insights to make recommendations for improving engagement and reach.
- Work closely with UACES Digital Communications and Marketing Officer and Executive Director to deliver the UACES social media strategy and improve press engagement.

- Work closely with Journal and Blog Editors to ensure that all aspects of JCMS and CEP activities are promoted in a timely manner.
- Attend meetings, conferences, staff training, and any other appropriate activities to actively contribute to UACES's overall work.

Person Specification

<u>Job Requirements</u>	<u>Essential Criteria</u>	<u>Desirable Criteria</u>	<u>Assessment</u>
Qualifications and training	<p>Knowledge of social media marketing and public relations in a work/real-life setting.</p> <p>Working knowledge of contemporary European Studies.</p> <p>Ability to prioritise, multi-task and meet deadlines.</p>	<p>Marketing or CIPR qualification.</p> <p>Membership of a professional body, e.g., CIM, CIPR.</p> <p>Experience of working for a charity or membership body.</p>	Application.
Experience	<p>Demonstrable experience of delivering written and multimedia social media communications.</p> <p>Ability to follow brand and house style guidelines.</p>	<p>Experience of reviewing data analytics.</p> <p>Experience of academic journal social media marketing.</p> <p>Demonstrable experience of delivering PR campaigns.</p>	Application. Interview.
Knowledge	<p>Understanding of social media and PR principles including audience development and using data to inform improvements.</p> <p>Working knowledge of social media channels and blog platforms.</p>	<p>Working knowledge of CRM systems and the ability to organise data.</p> <p>Working knowledge of podcasting, video interviews and blogging.</p>	Application. Interview.

	Working knowledge of Microsoft packages. Working knowledge of Canva or other design software.		
Skills and abilities	Excellent proofreading and copywriting skills. Excellent communication skills. Ability to work within a team. Time management and prioritisation.	Understanding of project management principles. Experience of using audience data to target messaging.	Interview task. Interview.
Additional requirements of the role	Willingness to attend UACES events.		

This job description is not exhaustive. It acts as a guide and may be amended to meet the changing needs of UACES after discussion with the post holder.

Salary and Benefits

- This post is set at the Living Wage Foundation London salary regardless of location in the UK. (<https://www.livingwage.org.uk/what-real-living-wage>)
- 8 days annual leave (equivalent to 31 days full-time).
- Pension contributions.
- Eye care vouchers.
- Occupational sick pay.
- Professional development programme including regular 1-1s, appraisal and training plan.
- Family-friendly policies and procedures.
- Flexible working practices.
- Time off in lieu for UACES event attendance.

Contract

Part-time, permanent contract.

Candidates should have the right to work in the UK at the time of appointment.

Appointment is subject to receiving two satisfactory references and successfully completing a three-month probationary period.

Notice period: One month.

Commitment to Equality, Diversity and Inclusion

Equality, diversity, and inclusion (EDI) are core values at UACES, and all employees are expected to demonstrate their commitment to our [EDI policy](#).

We are passionate about building and sustaining an inclusive and equitable environment for UACES members, committees, and staff. The UACES community strives to be one where people feel safe, where differences are accepted, where engagement is apparent and where all contributions are encouraged, valued and respected.

We particularly welcome applications from candidates that are underrepresented in the UK Higher Education sector.

We are committed to making reasonable adjustments to support you throughout the application and selection process, on commencement, or once in post. You can request support by contacting Kerry Cole, Executive Director at kcole@uaces.org.

Our EDI Officer is available for a confidential conversation with candidates with specific questions or concerns regarding our EDI policy.