



## **ROLE DESCRIPTION**

### **Social Media Manager**

<b>Location:</b>	30 Bedford Square, London, WC1B 3EE (hybrid working)
<b>Reports To:</b>	Senior Social Media Manager
<b>Contract:</b>	Permanent, 35 hours per week, Monday to Friday
<b>Salary:</b>	£45,000 per annum

#### **About Us**

Edconic is an organisation that partners with prestigious companies to deliver relevant, experiential learning programs taught by industry experts from the world's best brands. The Edconic portfolio currently includes Vogue College of Fashion, Sotheby's Institute of Art, The School of The New York Times, Manchester City Sports Business School and WIRED Education. Edconic academic programs range from pre-college and collegiate courses to master's degrees with campuses in New York, London, Madrid and Online, and partnerships in Seoul and Beijing.

#### **The Role**

The Social Media Manager will help bring our social media strategy to life through compelling content creation, including photography, graphic design, copywriting, and ongoing social monitoring. This role collaborates closely with designers, marketers, and brand managers to maintain a strong visual identity and consistent voice across all platforms and all brands within the Edconic portfolio.

The role will be part of the Global Enrolment, Marketing and Sales team (GEMS), which includes business development and partnerships, web and design, sales and enrollment. The team are entrepreneurial, data-driven, and business-minded, serving as agents of change within the organisation and the broader education landscape.

#### **Key Duties and Responsibilities**

The postholder will be responsible for the day-to-day delivery of social media activities across all social media channels including LinkedIn, Facebook, X (formerly Twitter), Pinterest, Instagram, TikTok, and YouTube, adapting content to suit different channels. The role supports content and campaign strategies to create a seamless integration between channels.

Key duties include:

- Create engaging multimedia content across multiple platforms
- Develop, launch, and manage new campaigns that promote the school

- Build key relationships with influencers across social media platforms
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor and report on performance on social media platforms
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
- Analyse competitor activity
- Set targets to increase brand awareness and increase customer engagement
- Provide guidance and best-practice advice to colleagues on social media usage, as required

The above statements are intended to describe the general nature and level of work being performed by an individual undertaking this position. They are not intended to be an exhaustive list of all duties and skills, and the post holder will be required to undertake such tasks and responsibilities as may reasonably be expected within the scope of the post.

### **Person Specification – Experience & Skills**

#### **Essential Criteria**

- A degree in Communications, Marketing or related discipline, or equivalent practical experience
- Proven experience in a social media, communications, marketing or digital content role
- Extensive experience delivering social media activity across major platforms using all current social platforms including Instagram, Tiktok, LinkedIn, YouTube, Facebook, Pinterest, and X, as well as scheduling tools and common reporting tools
- A strong understanding of emerging social medial trends and platform changes
- Excellent written communication skills, with the ability to develop and maintain a consistent brand “voice” on social media
- Ability to independently deliver agreed social media activity and execute campaign direction whilst also able to use own initiative to contribute ideas
- Strong collaboration skills and the ability to work effectively with a range of stakeholders
- High attention to detail and strong organisational skills including the ability to manage multiple priorities and meet deadlines
- Ability to pitch and then generate original multimedia content e.g. videos and non-advertising content pieces, for use on channels
- Confident in engaging professionally with online audiences
- Ability to capture video and/or brief a video crew on a given need
- Ability to work within a brand style guide
- Passion for connecting with other influential brands and people

## **Desirable Criteria**

- Experience working in a fast-paced or multi-brand environment
- Photography skills
- Fluency in Spanish
- Experience with Later, Monday, and Figma

## **Application Process**

Please submit your CV plus a covering letter demonstrating your interest in this position and how you meet the person specification to: [ukvacancies@edconic.com](mailto:ukvacancies@edconic.com). The closing date for applications is 9am on Wednesday 4<sup>th</sup> February 2026.

Benefits of working for Edconic include:

- 25 days annual leave plus up to 4 days additional discretionary leave during the Christmas period
- Option to purchase an additional 5 days annual leave on a salary sacrifice basis
- 2 discretionary Company Global Celebration Days
- 24/7 access to an Employee Assistance Programme
- Access to any course within the Edconic online course portfolio free of charge (subject to eligibility)
- Employee and family discounts on all Edconic courses
- Volunteering days
- Life insurance
- Discount for gym membership
- Access to a comprehensive e-learning platform