



WORK WITH US

Job Description – Social Media & Digital Communications Officer

August 2025

JOB DESCRIPTION: SOCIAL MEDIA & DIGITAL COMMUNICATIONS OFFICER

Location:	40 Queen Street, London EC4R 1DD and hybrid working
Contract:	Permanent, full time. Hybrid working with 3 days in the office (2 anchor days, 1 flexible) and 2 days working from home.
Salary:	£34,440 - £38,745 per annum plus benefits
Responsible to:	Marketing & Communications Manager

Purpose of the post

Are you an up-and-coming social media and digital communications expert? Can you grab people's attention and produce engaging social media copywriting, video editing and graphics? Can you run a paid-advertising campaign, and analyse web and social media data to inform how we optimise our user journeys and ensure we're engaging our audiences with great content?

We are looking for an outstanding Social Media & Digital Communications Officer to join our award-winning and forward-thinking team. We are a mission-led organisation that exists to support our members to deliver a world class education and impactful research for the benefit of society.

As part of a dynamic and supportive team you will work on a range of digital communications to engage our members, sell our services and events, and promote the value of our work to external audiences. You will be responsible for building engagement through our social media and digital communications across our core membership services and products – the Chartered ABS, Small Business Charter, and the Certified Management & Business Educator.

This is a varied role which will draw on your diverse digital and media skills. Day to day, you could be writing social media to support our lobbying activity, producing short topical interview videos of our members, setting up paid-advertising campaigns on LinkedIn for the CMBE and our conferences and training programmes, creating infographics, producing social media content plans, or analysing our social media data to monitor engagement in our activity.

The ideal candidate will have demonstrable digital media skills (including copywriting, basic video creation and editing, and designing assets such as infographics), the aptitude to engage in content about universities and business schools, a flare for organic social media engagement and marketing, experience in paid social media marketing (in particular LinkedIn), and the ability to use website analytics and CMS. Preferably, although not essential, you will have experience in B2B communications in an association or professional body.

MAIN RESPONSIBILITIES

Social media and the creation of content and assets to support our engagement with our members and our advocacy to external audiences across the Chartered ABS and the Small Business Charter

- Write our social media posts to engage our members and to amplify our campaigns, reports, and public affairs messages
- Produce infographics and social media cards to engage our audiences in our work, including our reports and our lobbying
- Produce social media content plans aligned with our external affairs calendars and marketing plans
- Produce and edit video content, such as short interviews, with our members on topics of interest to our members and external stakeholders
- Work with external agencies to commission video content, where required
- Prepare social media briefings, copy and assets for the leadership team and stakeholders to amplify our campaigns on their channels
- Support the wider team with the content pipeline, newsletters and enquiries inbox when required

Grow our online Certified Management & Business Educator community and build engagement

- Create and share engaging organic content (primarily on LinkedIn) to promote and raise awareness of the CMBE scheme to an academic audience
- Support the development and activation of paid advertising campaigns on social media (primarily LinkedIn) to drive applications and sales
- Create and share engaging content to support the retention of subscribers already signed up to the CMBE scheme
- Monitor social media analytics to ensure optimal reach and engagement
- Use Google Analytics and social media analytics to identify optimal content and user journeys to the CMBE area of our website

Support the marketing and engagement in our conferences and events across Chartered ABS and SBC

- Create and share organic content (primarily on LinkedIn) to build interest in and support the marketing of our conferences, events and development programmes
- Use social media analytics to adapt social media planning and content
- Create social media assets to support our marketing campaigns
- Post live from our events and create social media content, such as talking heads videos, at our conferences and events
- Prepare social media briefings, copy and assets for the leadership team and stakeholders to share content from, and immediately after, our events
- Support the development and activation of paid advertising campaigns on social media (primarily LinkedIn)
- Support the wider team with marketing on other channels and the creation of assets when required

This job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed. The post holder may be expected to work flexibly.

PERSON SPECIFICATION

Candidates must be able to demonstrate that they meet the 'essential' criteria. **Applicants must have the right to work in the UK.**

<i>Skills and experience</i>	<i>Essential / desirable</i>
Experience writing copy for social media content	Essential
Experience producing digital collateral including infographics and social media cards	Essential
Experience of planning and scheduling social media campaigns	Essential
Experience of working on, and activating, paid advertising campaigns on social media, in particular LinkedIn.	Essential
Experience in producing and editing video content	Essential
Experience working with external agencies such as videographers and designers to commission content	Essential
Experience in using web CMS systems (ideally Wordpress)	Essential
Proficient in analysing and reporting on web and social media data	Essential
Experience in using CRM systems (ideally Salesforce)	Essential
Excellent copywriting skills	Essential
Experience of data mining and cleansing	Desirable
Experience in managing multiple projects concurrently	Essential
Experience of editing and uploading website content	Essential
Experience of delivering communications for a membership body, network, association or professional body	Desirable
Experience of working with universities or business schools	Desirable
Proficiency in Microsoft office	Essential
Administrative skills	Essential
Experience in producing and editing podcasts	Desirable

<i>Personal qualities</i>	<i>Essential / desirable</i>
Highly organised and good time management	Essential
A positive, friendly, professional disposition and strong interpersonal skills	Essential
Ability to show initiative and take responsibility for work	Essential
Ability to work collaboratively and willingness to learn and develop	Essential
A willingness to keep up-to-date with higher education policy and trends and issues within the business school sector	Essential
Ability to multi-task and work well under pressure	Essential
A can-do, agile and determined attitude and high standards of integrity	Essential
Ability to work occasional flexible and unsocial hours including evenings if required and to travel, within the UK.	Essential
Educated to degree level	Essential
Commercial acumen	Desirable

Our Values

We are looking for a conscientious, enthusiastic, entrepreneurial professional with a keen sense of delivery, income generation and a growth mindset

At Chartered ABS we offer flexible working and a friendly, performance driven and collegiate environment.

We are located at the office near Cannon Street with hybrid working of a minimum of 3 days in the office and 2 days from home

Our values are very important to us at The Chartered ABS, guiding how we work with each other every day.

