

Job Advert Social Media Coordinator

Department:	Marketing
Focus of job:	social media
Principal location of work:	South Africa, Gauteng
Closing Date:	30 November 2022
Responsible to:	Regional Head of Marketing, SA
Start Date:	1 January 2023
Timetable:	Full time
Salary:	TBA

Inspired is seeking to appoint Social Media Coordinator to join us on a **permanent** basis.

“Inspiring Academic Excellence Across 5 Continents”

A definitive statement of excellence in private education, Inspired is a co-educational, non- denominational, independent school group designed to inspire students to achieve their maximum potential in a nurturing, progressive academic environment from ages 3 months to 18 yrs.

Inspired offers a fresh and contemporary approach to education by re-evaluating traditional teaching methods and curriculums, and creating a more dynamic, relevant and powerful model reflecting current attitudes. We nurture the unique individuality, talent and self-assurance of each student, equipping them to take on the world with the skills and confidence to ensure success.

Our current portfolio of 70+ schools currently operates across Europe, Asia-Pacific, Africa, the Middle East and Latin America, with quick ongoing expansion foreseen. The group has grown exponentially since its founding 7 years ago and offers a unique opportunity to join a connected global community obsessed with a dedication to excellence.

We take great care when selecting new colleagues to join Inspired Education and hand pick every single role. We believe true excellence in education is only achieved through an inspiring and passionate team with whom are dedicated to supporting our schools to recruit and retain students by sustaining engaging and inspiring learning environments through our 3 pillars of: Performing and Creative Arts; Academics and Sport.

Professionalism, responsive teaching, specialist knowledge, strong planning, excellent qualifications and an outstanding personal reputation, are just few of the core requirements we look for when recruiting Inspired teaching staff.

Responsible for the execution of social media and communications to support SA schools (More info: <https://inspirededu.com/our-schools/>) and support the global marketing activity.



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OUR TEAM

This is a matrixed role reporting for day-to-day management locally to the Regional Head of Marketing SA and functionally to the Head of Social in the UK. They will develop and implement social media and communications calendars for the schools. The social media activity should build our reputation in the areas of educational excellence, sports, the arts and community engagement.

For this role, we are looking for a passionate and dynamic person with strong written and communication skills. The ideal candidate will have at least 2+ years of work experience in Marketing/Communications, be someone who is keen to develop their career and passion for marketing.

The ideal candidate will need to speak fluent English (native or near native) as this is the language of choice used across the organization. Other languages would be an advantage.

WHY APPLY

“Be at the forefront of International Education”

When you join Inspired, you don't just join a business. You become part of a unique global community of passionate professionals, with unrivalled access to extensive guidance, support and advice all focused on creating a culture of excellence in education.

WHAT WE OFFER

- The opportunity to add real value from day one
- Strong growth opportunities
- Being part of a global professional community
- A collaborative team and environment
- A culture of excellence
- A rapidly growing business
- The opportunity to be at leading edge of educational development practice

Essential duties and responsibilities

This role will be responsible for developing and managing the organic social media content and delivery. Responsibilities include:

- Manage the day to day running of our school and corporate social media accounts, ensuring a clear channel plan exists between what we do centrally versus what schools can and should do.
- Developing a social media communications calendar with each school and ensuring relevant, timely and engaging content is posted and communicated as per the plan.
- Work with the Head of Social on developing, sharing and deploying best practices and group directives across all schools social media accounts.
- Working with schools to create consistent, meaningful content, including writing and editing social media posts, improving customer engagement and providing input for paid social media advertising campaigns.
- Moderate user-generated content and messages based on business, marketing, and regional requirements
- Develop, track and report on social online communities and parental communications— weekly, monthly and quarterly
- Work with the school to train local social media champions so they can supplement centrally generated social media content in a suitable and value-enhancing way.
- Ensure all social media comments are responded to in a timely manner
- Escalate any issues or controversial communications that come through our social channels to the appropriate person(s) in a timely manner.
- Grow the social audience through sharing school activities, achievement and community engagement.

- Partner with schools and the wider marketing team to develop engaging visual content and assets such as images, short videos and articles.
- Ensure organic social activities are aligned with any paid marketing activity and communications objectives.
- Collate social media content from schools to use on the Inspired social media sites.

Personal Qualifications

Essential

- Minimum 2 years' experience working in Marketing and/or Communications
- University Degree (or equivalent) in Marketing / Communications or similar
- A native or near native level of spoken and written English
- Excellent interpersonal, collaboration, communication, negotiation & team working skills
- Technical requirements:
 - Social media experience
 - Copywriting skills
 - Proofreading skills
- Ability to work on own initiative and manage multiple priorities
- Performance driven & accountable.
- Ability to maintain calm in difficult or stressful situations
- Good organisation skills and ability to prioritise
- Obsessive attention to detail and accuracy
- High level of Microsoft Office & at least a basic knowledge of Adobe design packages such as Adobe Premiere Pro, Photoshop and After Effects, as well as online design programmes such as Canva.
- Ability to report on social activity and analyse statistics in depth.
- Community management experience with a focus on developing audiences.
- Excellent written and verbal communication skills.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The duties outlined above are not intended as a restrictive list and may be extended or altered to include other tasks that are commensurate with the role as directed Senior Management.

HOW TO APPLY

Please send a covering letter and copy of your resumé to the following email address: keke.raviv@inspirededu.com

- Your resume will be reviewed and if you meet the criteria, we will contact you for an interview.

Due to the current COVID environment, interviews may place via Skype, MS Teams or another virtual platform.

All applicants will be expected to provide some if not all of the following (i) a supporting statement clearly outlining why they are interested in the position and school (ii) a CV with their details and history of employment and achievements (iii) at least two referees from a recent/current appointment.

SAFEGUARDING STATEMENT

Inspired are committed to safeguarding and promoting the welfare of children and young people and if successful you are expected to share this commitment. The protection of our students' welfare is the responsibility of all staff and individuals are expected to conduct themselves in a way that reflects the principles and values of our organization.

Any successful applications will also be required to undergo rigorous child protection screening including checks with past employers and an enhanced DBS check as well as completing any relevant safeguarding assessments

EQUAL OPPORTUNITIES STATEMENT

Inspired Education is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, colour, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by law.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Inspired makes hiring decisions based solely the skills, experiences and attributes needed to continue to deliver excellence.

TEMPLATE APPLICATION FORM – SCHOOL STAFF

Introduction

Inspired is committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer Recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

Please complete the following form as fully as possible. Please attach your CV in addition to the completed application form. The information requested below complies with Inspired’s guidance on safer recruiting.

POSITION APPLIED FOR:	
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1. PERSONAL DETAILS			
Title (Dr/Mr/Mrs/Miss/Ms)			
First Name and Surname:			
ID Number:			
Current Address:			
Postcode:			
Previous Address, covering the last five years if different from above			
Home Telephone No:		Work Telephone	
Mobile Telephone No:		Email:	
Do you have Qualified Teacher Status?			
SACE Number:			

2. OTHER INFORMATION	
Are you related to any employee of the School?	

If yes, who?	
Please state where you saw this post advertised	

3. EMPLOYMENT

Please supply a full history in chronological order (with start and end dates) of all previous employment and/or activities since leaving secondary education.

Please state the reason for leaving each position in full.

Employer Name & Address	Job Title	Date From/to dd/mm/yy	Current or Final Salary, Reason for Leaving

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4. GAPS IN EMPLOYMENT

If there are any gaps in your employment history, please give details and dates

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5. REFERENCES

Please supply the names and contact details of three people who we may contact for references. One of these must be your current/most recent employer. If the employer is a school, it is expected that in most cases the Head Teacher or Deputy Head will be the referee. Where you are not currently working with children, but have done so in the past, one referee must be from the employer by whom you were most recently employed in work with children. **Please note, references will not be accepted from relatives or from referees writing solely in the capacity of friend.**

The School intends to take up references from all shortlisted candidates before the interview where possible. The School reserves the right to take up references from any previous employer.

1. Name		2. Name	
Position		Position	
Address		Address	
Tel No.		Tel No.	
Email.		Email.	
In what capacity do you know the above?		In what capacity do you know the above?	
May we contact prior to interview?		May we contact prior to interview?	

By completing this application form, you are authorizing the processing of your data for the purposes expressed above. Your data will be kept in our files for the term of 6 (six) months under the required security measures and for the indicated purpose, as well as to properly manage the application to the employment position for which you may be interested and /or for future selection processes that may be adjusted to your profile. Once the purpose has expired, your data will be safely deleted.

You expressly consent to the personal data being transferred to other schools within Inspired that may be interested in your work profile. Said schools may be located in United Kingdom or outside of EU or in any other country, even in those that do not offer a level of protection comparable to our data protection regulations. In these cases, Inspired is fully committed to transfer you data under the appropriate safeguards.

Inspired guarantees the proper use of the information, and especially, the full confidentiality of the personal data contained in our files, as well as full compliance with the obligations regarding the protection of personal data. In the event of any modification of your personal data, we ask you to notify us in writing with the sole purpose of keeping your job application or curriculum vitae duly updated. Likewise, we inform you that you can exercise your data protection rights (access, rectification, object, erasure, or get information about other rights), or withdraw your consent at any time, by sending us a written request to the email addresses indicated in the header of this clause.

Finally, we will request from you information and contact details about your previous employers with the aim to get professional references. The applicant undertakes to provide said information with the prior written agreement of such employers, having informed them previously of the following: a) they will provide your personal information only for professional purposes; b) we will process such references exclusively for the aforementioned purposes;) Inspired recognizes to previous employers the exercise of their data protection rights, and they can exercise them by sending us a written request in the above indicated