

# Social Media Coordinator

**Reporting to:**

Activity Manager, Centre Administrator, Centre Director

**Responsible for:**

Content Creation and Management, Students

**Working Timetable:**

Flexible Schedule depending on the needs of the Activity Programme.

To Include a variety of Day, Night and Weekend shifts. Usually Six days a week – One day off; Maximum 48 hours per week.

**Employment Period:**

End of June - Beginning of August

**Location:**

Galway, Ireland; Edinburgh, Scotland; York, Bristol, Worcester, Bath, Reading, London, Dover, UK

\*See website for further information

*Please note that due to the logistics of employment, you may be required to be moved to another centre where extra staff are required. In the event that this occurs, MLA will cover all the travel expenses that may be incurred.*

MLA (Move Language Ahead) is an industry leader in providing safe, educational, and cultural programmes to students from around the world. Each year thousands of students travel with MLA as part of our short-term English as a second language (ESL) programs. Along with our proprietary ESL curriculum, we also provide our students with great excursions featuring some of the most popular historical and tourist destinations across the country.

## Social Media Coordinator; Job role & principal duties

The MLA Social Media Coordinator is a full-time, seasonal position (mid-June through mid-August) with MLA Move Language Ahead. The Social Media Coordinator works under the direct supervision of the MLA Activity Manager, Centre Administrator, and Center Director. Coordinators are hired to reside on campus and monitor the safety and well-being of international students attending a cultural immersion programme. They will be expected to provide excellent customer service to the group leaders who are considered the most important client. The Social Media Manager will administer the company's social media marketing and advertising. The Social Media Coordinator will be asked to attend entertainment for the students ranging from afternoon sports activities to nightly dance parties and other various activities. Social Media Coordinators must also be prepared to accompany students on local and regional excursions and provide information about the attractions they are exploring while creating fresh new content for the MLA website, Instagram and Facebook pages.

The Social Media Coordinator is a highly motivated, creative individual with experience and a passion for connecting with current and future student participants. That passion comes through as they engage with customers on a daily basis, with the ultimate goal of turning fans into customers, and turning customers into advocates.

**Main Duties:****Pre-Program**

- Attend all required, paid training/induction meetings prior to the start of a session
- Review itineraries and become knowledgeable about attractions
- Complete any required training sessions/courses as directed

**Program Set-up**

- Assist with the preparation of the site to include the creation of bulletin boards, signage, itineraries, welcome packets, and activity programmes.
- Create content that counts down until participants arrive
- Participate in the set-up of student rooms by distributing linen, arranging furniture, and preparing keys.

**Arrival Day**

- Enthusiastically greet group leaders and students at the airport and escort them back to campus
- Participate in the orientation programme for each group
- Accurately check-in students including the distribution of keys, welcome packets, and materials, as well as the collection of any required forms and/or security deposits
- Assist group leaders and students by escorting the guests to their rooms and reporting any problems with the cleanliness or condition of the rooms
- Lead campus tours and activities to familiarise the guests with the centre
- Develop ideas for integrating arrivals/greetings into content for website and social media

**On-Campus Activities**

- Lead the students in on-campus activities to include sports, swimming, disco nights, karaoke, talent shows, scavenger hunts, and games
- Assist in the set-up and/or breakdown of the room(s) for each event
- Regularly participate in Dining Hall Duty to welcome and assist guest during meal times
- Participate in the staff talent show act(s) and encourage others to participate in all activities by leading by example

**Off-Campus Excursions**

- Work with the group leaders to ensure their student needs and requests are met whenever possible
- Be knowledgeable regarding the itineraries and attractions the students will explore
- Maintain an accurate count of the guests on your coach to ensure safety at all times
- Provide guided tours once the group arrives at the destination to familiarise and educate guests
- Be familiar with the safety procedures regarding off-campus excursions including reporting missing guests, caring for guests who are ill, traffic delays, etc.

**Content Management**

- Oversee the creating on publishing of relevant, original, high-quality content (for all channels and ads)

- Identify and improve organizational development aspects that would improve content (ie: employee training and collaboration, student involvement)
- Publish new, original content (including Instagram posts, Instagram stories, and short videos) on the schedule created by the MLA head office
- Liaise with Social Media Coordinators at other MLA centers and with the MLA head office to ensure that content is varied between centers
- Actively promote MLA socials to students while they are on campus and encourage students to view/interact with content

### **Administrative Duties**

- Support our group leaders with their needs and questions
- Staff the center office as directed
- Answer phones and make calls to confirm bookings, reservations, etc.
- Assist the center administration in making photocopies, running errands, preparing activities, etc.

### **Departure Day**

- Assist in the collection of residence hall keys and materials required by the centre
- Conduct room inspections, as directed, and report any damage to the Center Director immediately
- Assist in the loading of luggage onto the coaches where needed
- Escort the guests to the airport and assist with check-in for their designated flight(s)
- Develop ideas for integrating departures into content for website and social media

To uphold MLA as an industry leader in providing safe, educational, and cultural programmes to students from around the world.

### **In the Classroom/On an Excursion/During an Activity/At the Centre**

- To behave in a professional manner and demonstrate leadership skills.
- To adhere to Safeguarding and Welfare duties.
- To provide support to all staff, Group Leaders and students at all times.

### **Health & Safety**

- To comply with all health and safety, first aid and welfare procedures as required by the Company.
- Being aware of relevant fire, health and safety issues in the classroom and around the centre and during excursions.
- This role involves lifting and standing for long periods of time.

### **MLA Staff Training**

- To attend all required paid training and induction meetings and take an active part in discussion and feedback prior to start of employment.
- Review groups, accommodation, programs and itineraries and become knowledgeable about all aspects pertaining to a groups stay.
- Prepare and lead activity and excursion training sessions to all activity staff.
- Complete any required training sessions/courses both online and in person as directed.
- Provide all necessary paperwork prior to employment.

**MLA Staff CDP**

- All staff are observed in the first week of employment & have appraisals and goal setting tasks.
- You need to be able to set yourself goals that you would like to work on during your time with MLA.
- Weekly training or feedback sessions for yourself as well as leading these sessions for activity staff.

**MLA Child Protection & Safeguarding**

- All staff share the responsibility for safeguarding and promoting the welfare of children and must adhere to, and comply with, MLA Safeguarding's Policy.
- To provide safety and welfare assistance to students.
- To be vigilant for possible welfare problems of students.

**Move Language Ahead Reputation & Code of Conduct**

- To actively support MLA in its mission to provide quality learning.
- To provide courses that will challenge the students (realise their potential) and work together to reach their academic targets and support them.
- To comply with management requests to follow the guidelines of external organisations such as British Council in a timely and accurate manner.
- To be dressed in a presentable professional way and always start on time and if this is not possible to inform your manager as early as possible.
- Develop a good rapport with the students and Group Leaders and avoid absences as much as possible.
- There is a specific list of what code of conduct we expect from all staff members in our Staff Handbook.

**Move Language Ahead Equal Opportunities Statement**

- Our Equal Opportunities Policy states: "In the recruitment, selection, training, appraisal, development and promotion of staff, the only consideration must be that the individual meets, or is likely to meet the requirements of the programme or course or post.
- The requirements being met, no employee will be discriminated against on the basis of their sex, race, colour, ethnic origin, nationality (within current legislation), age, disability, sexual orientation, marital status, caring or parental responsibilities, or beliefs on matters such as religion or politics.

**Move Language Ahead Welfare and Safeguarding Statement:**

*MLA is committed to safe practices in recruitment and selection that includes consideration of issues to do with child protection, safeguarding and promoting the welfare of children and young people. Successful applicants will undergo an Enhanced DBS check, have their references verified and checks completed in line with our Safeguarding & Safer Recruitment Policy."*

**REQUIRED KNOWLEDGE, SKILLS, AND EXPERIENCE**

Successful candidates will have enthusiasm; excellent organisational skills; the ability to be creative; good interpersonal skills; and the ability to work in a high-pressure environment.

Candidates must represent MLA Move Language Ahead's values and model those values to subordinates and colleagues.

**Additional skills required include:**

- Creativity and documented immersion in social media, especially Instagram
- Ability to multi-task
- Superior time management
- Communication in verbal, written, and video format
- Attention to detail
- Self-motivated
- Ability to be pleasant, polite, and cooperative with fellow employees, vendors, and guests

**Additional preferred qualifications:**

- Degree or pursuing a degree in Marketing or Communications
- Experience with photo and video editing software
- Prior work experience with supervising youth in a summer school setting
- First Aid qualification or willingness to obtain
- Background in a specialized field of theater, music, art, and/or sports

**Compensation**

Age:

18 -20 - £390/week

21-24 - £405/week

\*Inclusive of Holiday Pay (12.07%)

\*\*Room and board deduction of £55/week

\*\*\*\*You will work up to 44 hours per week, on average, with evening and weekend work being required. You will receive 1 day off per week. Some weeks you will work in excess of 44 hours. If this is the case your overtime will be compensated with time in lieu given throughout your employment.

**PHYSICAL DEMANDS**

Do the essential functions of this job require lifting? Yes

If yes, how many pounds? 25 lbs.

Do the essential functions of this job require standing? Yes

Do the essential functions of this job require walking upstairs? Yes

Do the essential functions of this job require stretching? No

Do the essential functions of this job require bending? No