



University of Kurdistan Hewlêr
زانکۆی کوردستان ههولێر

Vacancy Announcement Social Media Associate

VACANCY TITLE:	Social Media Associate
VACANCIES AVAILABLE:	One
OFFICE:	Office of the President
JOB FAMILY:	Administration
TYPE OF CONTRACT:	FTE 1.0
HOURS OF WORK:	40 Hours/Week (Normally 08:30 AM – 4:30 PM, Sunday – Thursday)
PLACE OF WORK:	University of Kurdistan Hewlêr
REPORTING TO:	Vice President (Administration)
APPOINTMENT DURATION:	3 Years
PROBATION:	6 Months
APPLICATION DEADLINE:	2 weeks from the announcement date
JD VERSION (HR):	130423

Duties and Responsibilities

The post holder will be responsible for:

- Developing and implementing a comprehensive social media strategy for UKH, in collaboration with colleagues in PRMC, the President's Office, and across the University.
 - Taking the lead in creating and posting compelling and engaging content that supports the University's strategic priorities, while proactively seeking out stories that promote its programmes, community engagement, and research activity.
 - Continually assessing the effectiveness of the social media strategy and making adjustments to ensure maximum impact and visibility, while ensuring all activity is consistent with the University's branding guidelines and positive image.
 - Developing strategies to maximize engagement with appropriate followers and manage the University's sponsored advertising on social media platforms.
 - Advising senior management on all matters related to social media and leading a team of student interns and employees to create outstanding and creative social media posts.
 - Contribute to the relevant internal and external communications of the University, as assigned by the Line Manager.
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- Undertake any other additional responsibilities that are appropriate for the position and as directed by the supervisor.

Person Specifications

- Bachelor's degree in Marketing, Communications, Public Relations, Computer Science/Engineering - Information Technology, or a related field.
- Minimum of 3 years of experience in social media management.
- Strong understanding of social media platforms, tools, and trends.
- Excellent writing and communication skills, mainly in the English and Kurdish languages.
- Ability to work collaboratively with colleagues and stakeholders.
- Creative and strategic thinker.
- Ability to manage multiple projects and priorities simultaneously.
- Knowledge of branding guidelines and visual identity.
- Experience in managing sponsored advertising on social media platforms.
- Knowledge in photography and design.

HOW TO APPLY

- Interested applicants are requested to email their Application Form, CV, and Personal Statement to jobs@ukh.edu.krd by indicating the specific Vacancy Title: Social Media Associate and inserting the most recent passport-size photo in the area provided on the application form.
 - Only complete applications: Application Form (with the most recent photo), Personal Statement and CV will be considered.
 - The size of the photo must be 45mm x 35mm with no less than 150 pixels for the quality.
 - Any application that does not specify the vacancy applied for will not be considered.
 - An Application Form is available at 'Vacancies' on the University website (<http://www.ukh.edu.krd>) or click [here](#) to download it.
 - Only short-listed candidates will be contacted for an interview.
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