



JOB POSTING

Title of Position: Social Media Administrator

Neapolis University Pafos
2 Danais Avenue,
Paphos 8042

Neapolis University Pafos (NUP) is a fully accredited university in Cyprus, committed to academic excellence and growth. It is a member of key organizations like the European University Association (EUA), European Association of Institutions in Higher Education (EURASHE), and the European Foundation for Management Development (EFMD) and actively participates in the UN Sustainable Development Solutions Network (SDSN) and UNAIC(United Nations Academic Influence Association). NUP is also part of the EMERGE European University Alliance- (www.euemerge.eu).

With 3,500 students, NUP offers accredited Bachelor, Master, and PhD programs across five schools: schools (Economics, Administration and Computer Science, Law, Health Sciences, Architecture, Engineering, Land and Environmental Sciences, Social Sciences, Arts and Humanities).

All programmes are accredited by the Cyprus Agency of Quality Assurance and Accreditation in Higher Education (CYQAA), a full member of the International Network for Quality Assurance and Accreditation Higher Education (INQAAHE).

It has extensive experience in joint and dual degrees with universities in Cyprus, Greece, and abroad, including the UK and China. NUP also has a robust Distance Learning Unit, offering various programs and is a member of the European Distance and E-Learning Network (EDEN). The university participates in major research projects like FP7, Erasmus+, Horizon 2020, and EEA Grants, and maintains global partnerships with academic and institutional organizations.

Job Description:

We seek a creative and driven **Social Media Administrator** to become a key member of our dynamic team. In this exciting role, you will be responsible for crafting engaging, high-quality content across multiple social media platforms, while overseeing and managing our overall online presence. Your efforts will play a vital role in boosting our brand's visibility, fostering meaningful connections with our audience, and engagement.

Location: Neapolis University Pafos

Type: Full-Time position

Job Duties & Responsibilities:

- Develop, create, and publish engaging content tailored for Social Media platforms including Instagram, TikTok, Facebook, and YouTube with the approval of the marketing manager.
- Create visually appealing graphics, videos, and reels using editing software to enhance our social media presence.
- Monitor social media trends, hashtags, and algorithms to optimize content for better reach and engagement.
- Engage with our online community by responding to comments, messages, and managing interactions on all platforms.
- Analyze social media performance metrics and provide regular reports.
- Collaborate with the marketing team to ensure cohesive brand messaging across all digital channels.

Key competencies:

- Strong proficiency in video editing software (e.g., Adobe Premiere Pro, Adobe After Effects, DaVinci Resolve, or similar).
- Experience in creating content for Instagram Reels, TikTok, and other social media platforms.
- Strong understanding of social media algorithms and best practices.
- Creative mindset with excellent attention to detail and ability to produce high-quality visual content.
- Strong communication skills with the ability to work effectively within a team.

Qualifications and Experience:

- Bachelor's degree in marketing, Communications, Digital Media, or a related field (or equivalent experience).
- Proven experience in social media content creation and management.
- Experience with content scheduling tools and analytics platforms will be considered a plus.

Language:

- Excellent knowledge of Greek and English (both verbal & in writing)

Salary and benefits:

The salary will be analogous to any prior experience.

How to Apply:

Please submit your application, stating "Social Media Administrator" in the subject line with a copy of your CV to hrd@nup.ac.cy

As an equal opportunities employer, we welcome applications from all suitably qualified persons. All appointments will be based on merit.

CLOSING DATE: Until the position is filled