



Position Title: Social Media Officer

Job Ref: NUP0015/26

Company Name: Neapolis University Pafos

2 Danais Avenue,

Paphos 8042

Neapolis University Pafos (NUP) is a fully accredited university in Cyprus, committed to academic excellence. With 3,500 students, it offers accredited Bachelor, Master, and PhD programs across five schools, including Economics, Law, Health Sciences, and Engineering. NUP is a member of key academic organizations such as EUA, EURASHE, and EFMD and actively participates in global initiatives like the UN SDSN and UNAIC. It is also part of the **EMERGE European University Alliance**, which fosters collaboration in education, research, and innovation across Europe. The university maintains strong partnerships for joint and dual degrees with institutions in Cyprus, Greece, the UK, and China. Additionally, NUP excels in distance learning as a member of EDEN and engages in major research projects like Erasmus+ and Horizon 2020.

Job Description:

We seek a creative and driven **Social Media Officer** 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.
- Analyse 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., CapCut, 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 (**Please provide portfolio**)
- 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.

Various discounts available in our cafeteria and at several commercial shops in Paphos

How to Apply:

Please submit your application, stating "Social Media Officer" in the subject line with a copy of your CV to vacancies@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.