# Student Content Creator Job Description

Are you passionate about social media and showcasing student life? Are you looking for part time work to fit around your studies? The Brand & Campaigns Team (based in the University’s Recruitment Marketing Team) are looking for creative and enthusiastic students to join their team of Student Content Creators. Share your university experiences to support both current and future students.

**Hours:** Flexible, minimum 3 hours per month (additional hours during key times)

**Rate of pay:** £12.03 per hour

**Applications are open to any student currently studying at Edge Hill University from all courses and study levels. Applications close at 11.59pm on Sunday 13 October 2024.**

**What we’re looking for:**

* A current Edge Hill student who’s passionate about social media and content creation.
* Creative skills in photography, videography, and an understanding of what makes engaging social content, particularly for Instagram and TikTok.
* A keen eye for storytelling that appeals to both current and prospective students.
* Students who are enthusiastic about university life and confident in front of a camera.
* A proactive attitude and willingness to contribute new content ideas.
* A willingness to learn and try new things.

**What the role involves:**

* Creating short videos and photos for the University’s digital channels (including social media, web, and email).
* Hosting ‘takeovers’ on Instagram to showcase university life at Edge Hill.
* Attending events throughout the academic year to capture real-time content.
* Participating in filming and photography for use across online and offline channels to support campaigns.
* Generating creative content ideas to showcase life as an Edge Hill student.
* Keeping on top of the latest social media trends and features.

In addition to the above all students working for the University are required to:

* Adhere to all Edge Hill’s policies and procedures, including Equal Opportunities and Health and Safety.
* Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons.
* Undertake any appropriate training as required.

**As a Student Content Creator, you will:**

* Gain valuable work experience and get paid.
* Develop a portfolio of content.
* Enhance your CV and build your confidence.
* Improve your communication and teamworking skills.
* Experience working with a professional marketing team.
* Undertake training and be supported with guidance.

**Examples of work could include:**

* Filming yourself during a typical day to show what a ‘day in the life’ of an Edge Hill student looks like.
* Recording event footage and interviewing other students to support key campaigns such as open days, welcome fairs, student life events and graduation.
* Taking part in photoshoots for photography that will feature on Edge Hill’s website and prospectus.
* Meeting with marketing staff to develop new content ideas and share your experiences.

For more examples of student generated content, take a look at our social media channels.

## Training & Support

You will be expected to attend a monthly meeting with the University’s Social Media Officer to help you develop your ideas, skills, and confidence.

**Please note that, depending on the volume and quality of applications, we may invite selected candidates to participate in an interview as part of the selection process.**

## Working Hours

You will be required to work at least 3 hours per month on a flexible basis that can be scheduled around your studies and other commitments. Additional opportunities may arise as needed to fulfil content requirements and assist with professional photography or videography for the University’s website and YouTube channel.

If successful, you will be part of our bank of Student Content Creators. You will receive regular job opportunities via HEAT, our student work opportunities portal, including details about how the task should be completed and the number of hours you will be expected to work.

**Person Specification**

|  | **Essential** | **Desirable** |
| --- | --- | --- |
| **Qualifications, Training & Experience** | * Current student at Edge Hill University | * Previous experience in a social media, marketing or communications role |
| **Knowledge & Skills** | * Experience of using social media channels * Awareness of current social media platforms and trends * A keen eye with the ability to capture engaging photos and videos * Strong IT skills and interest in using new technology and apps | * Experience of using photo and video editing tools * Experience of creating ‘live’ content such as livestreams or broadcasts |
| **Attitude & Personal Qualities** | * Enthusiastic about your experience of studying at university and desire to share this with others * Ability to work independently and as part of a team * Willing to undertake relevant training * Creative mindset with the ability to generate fresh ideas that showcase the student experience | * Interest in or knowledge of social media marketing * Experience working collaboratively in a team setting, particularly on creative or digital projects |
| **Communication Skills** | * Comfortable speaking in front of a camera * Strong written and verbal communication skills, with the ability to represent Edge Hill University in an authentic and engaging tone |  |
| **Organisation Skills** | * Capable of managing time effectively to meet flexible deadlines * Attention to detail |  |
| **Availability** | * Available to work 3 hours or more per month during the academic year * Able to attend events and activities at Edge Hill’s Ormskirk campus when required, sometimes on short notice |  |

## Application Advice & Support

For each question asked on the application, there is a minimum of 200 words per answer. This will be indicated on the application form. You will also be required to upload a video response to one of the questions. There is a 50MB file limit, so we recommend that you keep your response to 90 seconds and film in 1080p.

Before submitting your application, you may seek to get this checked by our Careers Team who are on hand to help. Visit this link [**here**](https://www.edgehill.ac.uk/departments/support/careers/contacting-careers/%20o) or call into Careers Corner (11-3pm term time) to get started.

Any questions or issues submitting your application form please contact [brand-campaigns@edgehill.ac.uk](mailto:brand-campaigns@edgehill.ac.uk)