

JOB ROLE

Job Title	Content Creator Social Media (Marketing Assistant)
Salary Range	£13.45 per hour
Hours of work	An average of 10 hours a week during term time (reduced out of term time)
Reporting to	Communications Specialist, Marketing Communications Specialist and Graphic Communications Specialist through to Senior Marketing Manager
Purpose of the Post	Content Creator Social Media (Marketing Assistant) is responsible for supporting the day-to-day operations of the Marketing function, with a focus on content creation.

ROLE SPECIFIC DUTIES

- **Content Creation** - Creating written and creative/design copy for our marketing channels, such as Instagram posts & stories, TikToks, email campaigns, articles and press releases.
- **Social Media Landscape** - Knowledge of the Social Media landscape, including platform usage and trends (especially Instagram, TikTok and YouTube)
- **Engagement Data** - Support the Communications & Engagement Specialist in analysing our social and email insights to help form recommendations for future content
- **Digital Marketing** - Supporting the team to curate and deliver digital marketing campaigns. Such as scheduling social media campaigns and pulling together our student newsletters.
- **Website Support** - Supporting the team to ensure the Union website is kept up to date by helping to update content and auditing existing content
- **Creative Input** - Provide creative input to the team where necessary.
- **Day-to-day Support** - General office support, listening to staff requests, checking marketing requests on the teams job board, helping the team when needed.
- **Support Union Wide Events** - To be on the ground support at key UPSU events such as but not limited to Open Days, Elections and Freshers Fayre.

GENERAL DUTIES

- At all times employees are required to work collaboratively with colleagues and elected student representatives across the Union.
- All employees are individually and collectively responsible for understanding and complying with all statutory legislation and the Union's policies and procedures.
- All employees are individually and collectively responsible for working to the Union's values.
- To ensure that stakeholders' expectations are exceeded whenever possible employees will be required to support the gaining of and acting on feedback as part of day to day activity.
- The Union considers regular and ongoing personal development/training as essential to role delivery and Union development. It is expected that employees undertake any such development/training offered as is reasonably practicable.
- The nature of the post will, at times, require additional commitment for other Union Wide events and projects.
- All casual staff are reminded that any hours/shifts offered to them are not compulsory. Casual staff are able to reject an offer of work if they are unable to complete it.

SKILLS REQUIRED

Technical Skills	A competent user of IT, particularly Microsoft Office suite and Google Drive
	Confidence using content management systems
	A competent user of design software and programmes from Canva through to Adobe Creative Cloud
	Knowledge of email and social media scheduling software (e.g. Hootsuite and MailJet)
	Knowledge and confidence using social media platforms, such as Instagram and TikTok
Communication Skills	Evidence of commitment to strong customer service standards
	Highly motivated, energetic and enthusiastic
	Excellent verbal and written communication skills, with the ability to relate to people at all levels
	Confident in liaising with people when quotes or information is needed.
Organisation Skills & Work Ethic	Outstanding organisation skills, including excellent attention to detail
	A flexible and adaptable approach to work
	A commitment to working in a fast paced environment
	Able to provide and take on board honest feedback as part of a team. Confident in offering creative input.

I _____ (print name), by signing below, agree with the above Job Description

Signed: _____ **Date:** _____