

JOB ROLE

Job Title	Student Engagement & Content Ambassador
Salary Range	£13.45 p/h
Hours of work	An average of 15 hours a week during term time (reduced out of term time)
Reporting to	Communications Specialist, Marketing Communications Specialist, Elected Officers
Responsible for	Creating authentic student-led content, supporting Elected Officers with their digital communications, and working collaboratively with the Marketing and other Union teams to showcase student life and Students' Union activity.
Purpose of the Post	A student who brings the Students' Union and the student experience to life through authentic, student-led content, while providing dedicated digital and communications support to our Elected Officers.

ROLE SPECIFIC DUTIES

- **Social Media Landscape:** Knowledge of the Social Media landscape, including platform usage and trends (especially Instagram, TikTok and YouTube)
- **Student experience & events:**
 - Attend Union events and activities to capture authentic student experiences.
 - Create informal, student-led content including video, photography and short-form content.
 - Work with the Events team to identify opportunities for content capture.
 - Help showcase the range of activities, opportunities and experiences available to students.
 - Bring a genuine student perspective to how we tell our story.
- **Elected Officer support:**
 - Work directly with Elected Officers to capture and develop content about their work.
 - Film interviews, updates, events and other Officer activity.
 - Edit video and other content for Officers to use across their channels.
 - Help Officers communicate their priorities, campaigns and achievements to students.
 - Support Officers with maintaining an engaging and accessible digital presence.
- **Digital support:**
 - Support with updating relevant Officer/event content on the website.
 - Capture and prepare photos, videos and other digital assets.
 - Work collaboratively with the wider Marketing team to make sure content is shared through the appropriate channels.
- **Support Union Wide Events:** To be on the ground support at key UPSU events such as but not limited to Open Days, Elections, Varsity and Stressless
- **Day-to-day Support:** General office support, listening to staff requests, checking marketing requests on the teams job board, helping the team when needed.

The role will be split between student engagement and event activity and dedicated support for our Elected Officers. Some evening or weekend work may be required to attend Students' Union events, with hours agreed in advance.

GENERAL DUTIES

- At all times casual staff are required to work collaboratively with colleagues and elected student representatives across the Union.
- All casual staff are individually and collectively responsible for understanding and complying with all statutory legislation and the Union's policies and procedures.
- All casual staff are individually and collectively responsible for working to the Union's values.

- All casual staff should ensure that stakeholders' expectations are exceeded whenever possible - casual staff will be required to support the gaining of and acting on feedback as part of day to day activity.
- 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
	Confidence in working with the Elected Officers and supporting, collaborating, and help develop their social media presence
	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
	Happy to work outside usual office hours when required, with appropriate notice

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

Signed: _____ **Date:** _____