

Job Description

Role Title:	Student Social Media Content Creator
School / Dept:	Marketing, Recruitment and External Relations
Reference:	MPF1519
Grade:	Grade 2
Full or Part time:	Part time
Hours:	15 hours
Reports to:	Social Media Manager

Overview

This role sits within the directorate of Marketing, Recruitment & External Relations (MRER). We are responsible for raising brand awareness and the profile of the University, making sure the right students access the right courses and that the world 'out there' knows about all the great things that happen here.

We're looking for a current University of Salford student to fill the role of Student Social Media Content Creator and produce a range of engaging visual and written content for publication on the University's social media channels. We need a student who is passionate about the University of Salford and can enthusiastically share their different experiences with others who might be considering studying here. We recognise that our students are from many different backgrounds and we are determined to reflect this in our colleague profile. This role is a great opportunity to share different life stories and experiences, to celebrate our diverse community and create a sense of belonging for all.

The post is fixed term for 12 months, working 15 hours per week. Actual days and times worked will be agreed with the line manager. The is a hybrid role undertaken from the Marketing and External Relations office alongside home working. The post requires some flexibility with working hours for coverage of live University events.

Role Purpose

Working 15 hours per week, you'll cover all aspects of life as a student at Salford. Your work could include live coverage of University events and activities, as well as creating, vlogs, blogs, trending content and a range of other media on topics developed in collaboration with the Social Media Manager. You'll be sourcing stories from students around the university to find out what life is like on their course, as well as sharing your own experiences as a student. You'll need to understand the interests and needs of prospective students from lots of different backgrounds and be comfortable tailoring content to appeal to this diverse audience. Taking an inclusive approach is essential in this role, we want all our students to have a voice and feel a sense of belonging at Salford.

You'll be familiar with all the main social platforms including TikTok, Instagram, Facebook, YouTube, Snapchat and X (formerly Twitter) and have a good grasp of what makes for engaging, stand-out content.

Attention to detail and a commitment to delivering outstanding customer service is key, as you'll be responsible for monitoring and responding to the 100s of enquiries received through the social media platforms each month, offering timely and appropriate assistance.

We're looking for people who have a way with words, and an eye for what makes a great piece of content. Experience in photo and video editing would also be beneficial. This is a great opportunity

for enthusiastic and proactive students to build up a portfolio of work across a range of media which will be shared with our huge online audience.

Principal Duties & Responsibilities

- Commit to 2 days' worth of time (flexible options available) based in the Marketing Team office monitoring interactions across the University social media accounts and responding where appropriate with the approval of the Social Media Manager.
- To source and produce diverse content for the University Schools and directorates, including news stories, student stories, student opportunities and alumni success.
- Produce content, including text, videos, graphics, gifs, photography and audio on the theme of student life at the University of Salford, and life in Salford and Manchester.
- Undertake community management responsibilities across social media accounts, responding to user enquiries accurately and promptly.
- To produce regular blog updates and/or vlogs about life as a University of Salford student, from a personal perspective.
- To act as a digital ambassador for the University of Salford, ensuring that professional and personal social media reflect a positive experience.
- To participate in diverse photography and video shoots for University marketing purposes as required.
- To provide diverse live online coverage of University events such as festival launches and open days and help raise and celebrate the diversity of our student profile.
- To guest edit and host takeovers on the main University of Salford social media accounts in conjunction with the Social Media Manager. Devise relevant campaign topics and produce relevant content on these themes.
- To advise on new trends in social and make suggestions for expansion onto new platforms.

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.

- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D), and will be assessed by Application Form (A), Interview (I), Presentation (P), or Test (T), as indicated.

Qualifications

1. Currently working towards a degree at the University of Salford(E) (A)

Background and Experience

2. Experience of using and creating content for the main social media platforms, including, but not limited to, X (Twitter), Facebook, Instagram, Youtube, TikTok (E) (A)
3. A Portfolio of work which may include short-form content, graphic design or video work produced for sharing on social media channels (E) (A) (I)

Knowledge

4. The University's marketing and student recruitment objectives, and events around the University and within specific Schools, courses or departments (D) (A) (I)
5. Social media platforms and their functionality (E) (A) (I)
6. The Adobe suite of products (D) (A)

Skills and Competencies

7. Superb attention to detail and production of high quality work (E) (A) (I) (T)
8. Excellent verbal and written communication skills (E) (A) (I) (T)
9. Video and photo editing skills (D) (A) (I)
10. Ability to prioritise workload effectively and to meet agreed timescales (E) (I)
11. Ability to work effectively as a team leader (E) (I)
12. A desire to Succeed and actively contribute to the work activity (E) (I)
13. Graphic design skills (D) (I)

