

JOB DESCRIPTION

Title:	Student Content Creator
Contract type/Hours/FTE:	Casual
Rate of pay:	National Living Wage (to be reviewed periodically)
Location:	All Welsh campuses
Reporting to:	Marketing Team

Disclosure and Barring Service: This post, due to its nature, duties and responsibilities, may be subject to an “Enhanced” Disclosure and Barring Service (DBS) check, the cost of which will be met by the University.

MAIN PURPOSE OF POST

Student Content Creators play an important role in UWTSD's Marketing and Recruitment activities. The post holder(s) will play a key role in supporting our Social Media presence, showcasing student life at UWTSD. The post holder(s) will also be integral to delivering high-impact outreach activities and events in support of individual schools or courses and may be asked to provide administrative assistance on occasion.

MAIN DUTIES

- Content Creation - Produce engaging photo, video, and written content for social media platforms;
- Capture student life, events, and campus experiences from a student perspective;
- Represent your course or subject area when creating content;
- Brainstorm and pitch creative content ideas that resonate with the student audience;
- Stay up-to-date with digital trends and suggest innovative ways to engage users;
- Work closely with the social media team and other student creators to ensure consistent messaging and branding;
- Ensure timely delivery of content aligned with key university dates and campaigns;

- Act as a positive ambassador for the university, reflecting its values and voice in all content;
- Maintain professionalism and adhere to brand guidelines;
- Provide insights on what content resonates most with students;
- Attend and document university events, student activities, and initiative;
- Capture behind-the-scenes moments and student testimonials.

GENERAL DUTIES

- To discharge all relevant Health and Safety responsibilities.
- To adhere to all relevant University policies and procedures.
- Be adaptable to change and have an ability to acquire new and relevant skills and knowledge by taking appropriate responsibility for own personal and professional development.
- Support and promote the University's sustainability commitment and carry out duties in an ethical and responsible manner.
- Operate within the standards incorporated within the University's Welsh Language Plan and the proposed Welsh Language Standards (2018 onwards).

PERSON SPECIFICATION		
	Essential	Desirable
Education and qualifications	a) Educated to GCSE level or equivalent. b) Must currently be enrolled as a student at UWTSD or a recent alumnus	
Experience, knowledge and skills	c) A reasonable working knowledge of your course and campus and a willingness to learn more about the other faculties and campuses. d) Good working knowledge of student support mechanisms at UWTSD e) Possesses good interpersonal and communication skills with the ability to communicate effectively to a wide range of audiences. f) Good time management skills and reliability g) Ability to apply attention to detail	a) Prior experience of working creatively b) Experience of image and video editing software c) Ability to communicate through the medium of Welsh – oral and written

Other requirements	h) A current student of the University of Wales Trinity Saint David i) Proactive approach and ability to work unsupervised. j) A positive attitude towards and enthusiasm for University of Wales Trinity Saint David and its courses k) Able to represent the University professionally and positively with regards to presentation and conduct. l) Demonstrates respect for a diverse range of people and recognises the importance of building sound working relationships. m) Able to work as part of a team and in partnership with others. n) Recognises the need for and demonstrates appropriate confidentiality	
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It is in your own interest that you are explicit in your application about how you meet the stated criteria. You are encouraged to provide relevant and explicit examples, (obtained from the workplace, voluntary or community work or any other appropriate situation) so that the short-listing panel is able to clearly identify where your knowledge, and experience matches the criteria identified in the post.