

## Job Description

|                         |  |
|-------------------------|--|
| <b>Job Title</b>        | Content Creation Assistant (Student Placement) |
| <b>Zone</b>             | Central - Communications                       |
| <b>Reports to</b>       | Communications Manager                         |
| <b>Responsible for</b>  | N/A  |
| <b>Grade and salary</b> | £18,851 per annum                              |

### Purpose of the job

The University of Surrey Students' Union is the sole representative body for University of Surrey Students. Our charitable mission is to enrich students' lives, the community in which they live and the University of Surrey by creating the changes they want and to enable them to achieve their ambitions. We represent approximately 16,000 students on every level of their University experience, led by a team of elected student representatives and a dynamic staff team. We take pride in the outcomes we achieve for our members, and are currently ranked 7<sup>th</sup> best Students' Union in the country in the National Student Survey. We strive to be an employer of choice, where staff enjoy working in a varied and flexible environment. Culturally we foster inclusivity, openness and a friendly workplace where all employees are valued and understand the contribution they make to the organisation's strategic objectives.

### Job Purpose:

All students should feel that the Union provides them with relevant information whatever their interests or background and this role is an essential part of the team that must deliver the Union's communication vision.

The post holder has an exciting opportunity to bring forward creative and innovative ideas to the Union's main social media channels and the Community Zone team's Rubix accounts. You will be given the space to create fun original content that can capture the essence of the Students' Union and reach out to our members whatever their interests or backgrounds. This role also requires an active engagement with current trends and styles to keep our audiences involved in the social media world. In addition, this individual will also demonstrate they can utilise popular social media platforms such as TikTok and Instagram. The key to this role is showing enthusiasm and a genuinely interested and proactive approach to creating standout content.

The post holder also has an opportunity to work with our external marketing company, SU Network, to deliver messages through the Union's channels and the responsibility to provide evidence that they have been posted.

**Key Responsibilities:**

- To support the Communications team in ensuring the Students' Union engages with its student members in the most relevant and creative ways.
- Create engaging content, and coordinate and plan these social media messages on the Students' Union's channels. Liaise with relevant staff to ensure campaigns are well-promoted and engagement is high.
- Work closely with the Union's elected officer team on a daily basis to support them in publicising their messages to students in creative and impactful ways.
- Update and create website content (including events), and ensure all details are accurate, notifying relevant staff members when information needs updating.
- Continually research and remain engaged with current and appropriate cultural trends and styles to support social media messages and projects.
- Liaising with the Union's marketing company, SU Network, to share posts and provide evidence that paid for content has been displayed on social channels and digital screens.
- To be the first point of contact for Instagram online enquiries and ensuring information is relayed to the appropriate area/member of staff, following up to ensure an appropriate response is sent