

Content Creator Role Profile

SUSU is **here to enrich the life of every student.**

Your role in contributing towards achievement of this vision is described below.

Main Purpose of Role:

- 1) To help with content creation to promote SUSU's events and activities
- 2) Help with increasing engagement on social media channels and in our promotional activities
- 3) Keeping up to date with trends and current events at SUSU

Responsible to: Marketing & Communications Manager

Responsible for: N/A

Grade: Student Staff Level 1

Main Duties of the Role

- Idea Generation: Develop creative concepts and content ideas that align with SUSU's audience's interests and support with promotion of SUSU
- Content Production: Create high quality photos, videos and graphics using various tools and techniques
- Editing: Edit videos and images to enhance visual appeal
- Trends: Stay up to date with the latest trends, challenges and viral content on Tiktok and Instagram and incorporate them into the content planner
- Feedback: Collect and analyse feedback from the audience to improve content quality and engagement
- Planning: Work with the Marketing and Communications manager to add to the existing content planner a maintains scheduled posting while ensuring alignment with marketing campaigns
- Platform Strategy: Support the Marketing and Communications manager to adapt content strategies for each platform, considering their unique algorithms and user behaviour
- Optimisation: Use insights from analytics provided by the apps and SUSU to refine content strategies, improve engagement, and achieve better results
- Alignment: Ensure all content aligns with SUSU's voice, values, and visual identity.
- Content Compliance: Ensure all content adheres to platform guidelines and community standards.

Contribute to the overall effectiveness of SUSU by

- Participating in and driving personal learning and development.
- Implementing the annual departmental Operational Plans.

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- Supporting the implementation of SUSU's strategy, promoting our aims and values through the goals of the department Operations Plan.
- Developing and maintaining relationships with key internal and external stakeholders.
- Attending all meetings and training events, as required.
- Ensuring that statutory and legal obligations are met.
- Promoting SUSU's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental
- Contributing to the positive image of SUSU with students, University and the local community working with the team to ensure a full service is provided at all times, providing cover as necessary.
- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives.
- Such other duties as may be reasonably prescribed by SUSU, appropriate to the grade and responsibilities of the post.

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Role Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

KEY/QUALIFICATIONS/EXPERIENCE REQUIRED	ESSENTIAL	DESIRABLE
Be proficient in using various content creation and editing tools, such as CapCut, Canva, etc.	X	
Be proficient in platform-specific features like Instagram Stories, Reels, and TikTok effects to enhance content.	X	
Willingness to maintain up to date with the latest content creation techniques, tools, and best practices.		X
Maintains up-to-date information around Instagram and TikTok algorithms and features.		X
Excellent attention to detail	X	
Great organisational skills	X	
Relevant experience in a similar role		X
Excellent communication	X	
Ability to work well with internal and external stakeholders	X	

Our Values

As an organisation, our values underpin our work and guide what we live by in order to achieve our mission:



We are **Responsible**

We are accountable for our **decisions**

We stand up for others and challenge **unfairness**

We recognise the importance of the **climate crisis** and constantly try to become more environmentally sustainable in all our practices



We create **Community**

We create opportunities for all students to feel part of a **wider community**

We make sure our spaces and activities make all students feel **they belong** here

We work to help all students **feel safe**, able to express themselves and participate fully



We are **Supportive**

We will always be here for students, **ready to help** when necessary

We empower students to **develop skills**, find solutions and make change

We make sure the **student voice is heard** in all areas that affect the student experience