

# Students' Union Content Creator

**JOB TITLE:**

Content Creator

**DURATION:**Fixed term: Until  
June 2025**RESPONSIBLE TO:**

Communications Lead

**CLOSING DATE:**4<sup>th</sup> October 2024,  
4pm**PAY**

The rate for the role is £12 per hour.

**HOURS**

15 hours per week. Availability will be discussed at interview.

**JOB SUMMARY**

To assist in the preparation and distribution of digital media communication within the University of Aberdeen student community.

**DESIRED VALUES**

Candidates should be able to demonstrate a commitment to the following values:

- Student focussed
- Inclusive
- Helpful

---

**ROLE DESCRIPTION**

We've got exciting news for creative and digitally literate students of the University of Aberdeen. We're on the lookout for a new Content Creator to join our team and take our video content to another level.

You will plan, create and post digital content across our Instagram and TikTok channels. You will engage with our community online and offline. You will stay up to date with current trends and come up with innovative ideas for video content.

---

**PRINCIPAL DUTIES AND RESPONSIBILITIES**

- Plan, create and distribute digital content across Instagram and TikTok, facilitating engagement with our audiences and stakeholders.
- Work with other departments, staff members and student representatives to ensure that their projects are efficiently promoted via social media channels.
- Liaise with Elected Student Officers and staff to create content for these channels.
- Edit content, videos, captions, etc. to a high standard.

- Edit and proofread written pieces before publication.
- Schedule posts on social media platforms.
- Monitor and reply to messages and comments on Instagram and TikTok.
- Help ensure that the Students' Union's social media platforms are constantly updated and refreshed with dynamic and engaging content.
- Support the delivery of Students' Union elections.

---

## **SKILLS, KNOWLEDGE, AND EXPERIENCE YOU CAN DEVELOP IN THIS ROLE**

- Basic knowledge of social media channels and social media trends.
- Strong creative skills and a keen eye for detail.
- Good written and oral communication skills.
- Good proof-reading skills.
- Energy, enthusiasm and teamworking skills.
- Commitment to student led work.
- Supportive and helpful to all.
- Commitment to environmentally sustainable working.
- Commitment to inclusivity and diversity.

---

## **HOW TO APPLY**

The Students' Union is committed to providing equality of opportunity, treatment and dignity in appointments. We will not allow discrimination in any form in advertising, interviewing, selection or eligibility for jobs, and will therefore select individuals on the grounds of their ability and suitability for the vacancy based on genuinely required criteria.

Applicants must have proof of Right to Work in the UK.

To apply for this position, please fill out an Application Form and Diversity Monitoring form (via the vacancy page of the Students' Union website). Completed forms should be sent to: [ausa-hr@abdn.ac.uk](mailto:ausa-hr@abdn.ac.uk) along with a short (30 seconds max) video in the style of a Tik Tok or reel outlining why you are the best person for the role. Informal enquiries can be made to [ausa-hr@abdn.ac.uk](mailto:ausa-hr@abdn.ac.uk).

**Closing Date:** 4<sup>th</sup> October 2024, 4pm.