**THE UNIVERSITY OF HUDDERSFIELD - JOB DESCRIPTION**

**Job Title:** Student Content Creator

**Responsible to:** Social Media and Content officer(s) - Julie Tickner, Lewis Andrews & Claire Earley

**Main Objectives:**

* To promote the University to prospective students by sharing your experiences through content creation. This includes video, photography and written blog content. It is a varied role, and you can choose to focus on certain aspects of it over others.
* Work alongside Social Media and Content Officers to develop content which aims to showcase the University, Huddersfield and student life and appeal to prospective students who may want to study with us. This may include filming and editing content for the University’s social media channels, researching social media trends, writing blogs for the University website or being involved in University marketing projects.
* To represent the University in a positive manner and provide an authentic account of your experience as a student.

**Main Duties and Responsibilities:**

Please note, you may not necessarily undertake all the duties listed below. This will be dependent on the needs of the Social Media and Marketing teams, and your individual preferences.

1. To work to a brief and create content for social media including video, pictures, carousels, CapCut templates and blogs for Instagram, TikTok and other University channels, in collaboration with the Social Media and Content officers.
2. To research and submit ideas for social media content.
3. To be involved in activities for the Marketing Team. For example, writing copy for University prospectuses or occasional filming projects.
4. Promote a positive image of the University at all times.
5. Any other duties pertinent to the grade of the post that might be requested at any time.
6. Complete mandatory training as part of the scheme training programme.