

# Content Creator Role Profile

SUSU's vision is that: **Every student loves their time at Southampton.** We exist to:

- Help Students find friendship groups
- Help students complete their degree programmes
- Give students a voice in the University and wider community

Your role is 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 the Union by

- Participating in and driving personal learning and development
- Attending all meetings and training events, as required
- Ensuring that statutory and legal obligations are met
- Supporting the implementation of the Union plan, promoting our aims and values through the goals of the departments Operational Plan.
- Promoting the Union's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental.
- Contributing to the positive image of The University of Southampton Students' Union 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.
- Completing such other duties as may be reasonably prescribed by the Union, appropriate to the grade and responsibilities of the post.

## Person 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 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:



### Stand Strong

We stand up for students and make sure their voice is heard.

We stand strong when facing challenges and are not afraid to be different. We think big and work to achieve great things.



### Join Together

We are an inclusive and diverse community of students and staff

We join together with each other, the University, and the local community to make a positive difference.



### Take Responsibility

We take action on the issues that matter to students and act with integrity.

We continually work to be more sustainable, challenge discrimination and prejudice. We strive to be a force for good for students and wider society.