



JOB DESCRIPTION

Job title	Content Creators (student staff)
Salary range	£12.71 per hour
Department	Marketing, Communications & Digital – Membership Services
Working pattern (hours/weeks etc)	Zero hours, days and evenings as required. Weekend work required.
Responsible to	Marketing & Communications Coordinator, Marketing Executive, Marketing, Communications & Digital Manager
Supervisory responsibility	None
Job purpose	To create engaging content for NTSU & Trent Events social media channels across all NTU campuses.

Main duties and responsibilities

1	Create engaging video content for NTSU's Instagram and TikTok channels, bringing events, activities and the student experience to life by following creative briefs and capturing high-quality, social-first footage both on-site and at live events.
2	Must be available to work key dates throughout the year, including Freshers, LDOT, Halloween, Varsity and other major NTSU events.
3	Editing, and refining content to ensure it is engaging, inclusive, and representative of the student body.
4	Capture and edit content that showcases student life on campus and across the city, turning it into creative, engaging short-form videos for Reels, Stories and TikTok.
5	Attend regular team meetings and actively contribute fresh, creative content ideas, helping keep NTSU's social media content relevant, engaging and aligned with student interests.
6	Ensure all social media content meets a high standard of creativity and quality, while consistently following NTSU's brand guidelines and tone of voice.

7	Engages in sustainable practices while in the workplace – accepts and follows sustainable office policies and procedures.
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Secondary and other duties

1	Tries new and sustainable practices: whenever possible, employee tries to reduce the negative environmental impact of their work – especially their waste and greenhouse gas emissions.
2	Create and share engaging social media content highlighting NTSU's sustainability initiatives, events, and campaigns to encourage student involvement.
3	Support and promote NTSU's environmentally friendly events by capturing and sharing key moments that inspire others to take part.
4	Consider environmental impact when suggesting new content or event coverage ideas, ensuring they align with NTSU's ethical and environmental policies.

Conduct and Attitude

The Union expects that the post holder will undertake their duties in a manner conducive to creating a pleasant and positive working environment, role modelling appropriate standards of behaviour and etiquette between themselves and beneficiaries, stakeholders, customers and colleagues. The post-holder will have the ability to deliver and receive constructive feedback, fostering an environment of continuous improvement and development.

Standards

At all times, the post holder will;

- Portray a positive image of NTSU, both professionally and personally.
- Actively support good sustainability practices in line with the organisation's ethical and environmental policies.
- Promote and share our commitment to a culture of equity, diversity, and inclusion, being empowered to report any concerns in line with the relevant NTSU procedures.
- Uphold the values of NTSU, demonstrating high standards of integrity, accountability, respect for others, courtesy and professionalism.
- Have a flexible approach and be willing to support colleagues in their department and the wider NTSU team.
- Undertake any reasonable task that helps NTSU achieve its objectives, given their role and position in NTSU.

Miscellaneous

- This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities.
- **Availability to work key NTSU events throughout the academic year is an essential requirement of this role. Applicants must be able to commit to working core events, including Freshers, LDOT, Halloween, Varsity and other key dates. If you are unable to commit to these dates, you should not apply for this position.**
- NTSU will periodically examine job descriptions/person specifications to ensure they accurately reflect each role.
- Following consultation with the post holder, this specification is subject to alteration to account for any substantive change in duties and or level of responsibility.

EMPLOYEE SPECIFICATION

Job title	Content Creator (student staff)
Department	Marketing, Communications & Digital – Membership Department
Responsible to	Marketing, Communications & Digital Manager, Marketing & Communications Coordinator, Marketing Executive

SKILLS		
What:	Essential	Desirable
Video filming & content creation	Ability to confidently capture engaging, social-first video content for Instagram and TikTok.	Confidence to be in front of and behind camera.
Editing	Ability to edit short-form video content, including Reels, Stories and TikToks.	Ability to use platforms such as Capcut, Adobe, Premier Pro etc.
Understanding of social media	Good understanding of Instagram and TikTok trends, formats and audiences.	Understanding all NSTU social channels e.g. Trent Students, Trent Events, The Level etc.
Teamwork & communication	Ability to work collaboratively, contribute ideas and communicate effectively with the wider team.	

Adaptability	Confidence working in busy, live-event environments.	
Excellent written & verbal communication	Ability to develop fresh, relevant and engaging content copy and ideas aimed at a student audience.	

KNOWLEDGE		
What:	Essential	Desirable
Trends, formats & audiences	Good understanding of differentiating content on varying social media platforms e.g. TikTok & Instagram	Being able to effectively contribute to brainstorming sessions and meetings.
Inclusivity & Representation	Understanding the importance of inclusive and representative content.	
Brand Guidelines	Ability to follow brand guidelines and apply brand tone of voice.	
Best Practice	Basic understanding of health and safety practices and sustainable office practices.	

EXPERIENCE		
What:	Essential	Desirable
Creating social media content	Professionally, academically or personal projects.	
Working from a content brief	Ability to understand tasks/requirements based off written and verbal briefs.	Experience in writing content briefs
Teamwork	Working with others towards a marketing brief/event	
Adaptability	Confidence working in busy, fast paced environments and understanding the need for flexibility	

VALUES	
What:	Description
Collaboration	Working openly and respectfully with colleagues, student groups, and partners to achieve shared goals.
Representation	Able to represent NTSU and Trent Events positively and appropriately
Adaptability	Embracing change, trends, and feedback to keep content fresh and relevant.
Professionalism	Representing NTSU positively in all interactions, online and offline.
Accountability	Taking ownership for the quality, accuracy, and impact of your work.