

Job description

Post title	Student Content Creator
Department/Division/Directorate	Brand & Marketing Department
Responsible to	Marketing Manager (Social Media), Marketing Communications Team
Date	September 2022

Role purpose

- Engage with prospective students primarily through social media making them feel King's is a welcoming place to all.
- Bring the King's student experience to life by create engaging, entertaining, and informative content about your life at the university and in London.

Content created may be used across King's social media accounts including faculty and departments, the university website, newsletters and more.

Role outline

Key responsibilities and objectives of the job

As a Student Content Creator your role and responsibilities may include (but are not limited to):

Creating content

Using your creative video and photography skills to produce a range of content such as:

- Instagram Reels
- TikTok videos
- Vlogs and Shorts for YouTube

Delivering activities

Confidently deliver engaging activities including:

- Interactive tours of King's campuses and London
- Q&As
- Quizzes

Providing social media support at events

- Creators may be required to work events such as the Open Days, taster sessions, and evening events. During these events, you may be asked to:
 - Take photos and videos of the various activities taking place.
 - Using your initiative, seek out and work with students and guests to capture interesting content e.g., student demonstrations at Open Days.
 - Assist the Marketing Communications team with publishing content directly to King's social media accounts.

Knowledge and experience

Social media platforms

Student Content Creators must be knowledgeable of, and have experience creating video content for at least one of the following platforms:

- Instagram
- TikTok
- YouTube

Student Content Creators will not be confined to creating one specific type of content. If you are interested in exploring other content formats there may be opportunities for you to develop your skills in those areas.

Skills

- While video editing is a requirement for this role, if you are new to it but are motivated and eager to improve your skills, we welcome you to apply for this position.
- Experience or desire to write blog content is a bonus but not essential. There may be opportunities to write blog posts. If you are interested, please mention this on the application form.

Specific Aspects - indicate frequency D (daily), W (weekly), M (monthly) where applicable:

Intensive Display Screen Equipment work (e.g. data entry or digital microscopy):	<input type="text"/>	Direct patient contact involving exposure prone procedures (EPP):	<input type="text"/>
Heavy manual handling:	<input type="text"/>	Direct patient contact, no EPP	<input type="text"/>
Highly repetitive tasks (e.g. pipetting or re-shelving books):	<input type="text"/>	Work with patient specimens (e.g. blood or tissue samples):	<input type="text"/>
Shift work, night work or call-out duties:	<input type="text"/>	Work with GM organisms or biological agents that may pose a hazard to human health:	<input type="text"/>
Work involving risk of exposure to environmental or human pathogens (eg. in waste streams or soils):	<input type="text"/>	Hazards which require health surveillance e.g. respiratory sensitisers (allergens, substances with risk phrase R42, wood dust etc) or loud noise:	<input type="text"/>
Driving vehicles on College business:	<input type="text"/>	Food handling or preparation:	<input type="text"/>
Work at height (e.g. ladders, scaffolds etc.)	<input type="text"/>	Work in confined spaces (e.g. sump rooms, etc.)	<input type="text"/>

Special requirements

All on-campus activities will adhere to the latest King's College London COVID-19 guidance, which can be found on [these webpages](#).

General

All content creators/ambassadors are expected to adhere to King's policies and procedures. Content Creators / Ambassadors will be required to attend a compulsory unpaid information session on either Monday 7 November, Tuesday 8 November or Wednesday 9 November 2022. If you are required to undertake further information sessions for a specific job whilst you are part of the scheme, you will not be paid for that.

If you are a current ambassador in one of the following roles and have already taken the compulsory information session, please mark this on your application as you will not be required to attend it AGAIN:

- Campus Tour Guide
- HELR
- Subject Ambassador

This role is flexible around your studies. The hours of work per week will vary depending on event requirements. There are no minimum hours required to work per week, however students are expected to work a minimum of 8 hours throughout the academic year. International students will be required to work hours in line with their student visa if relevant.

Maximum number of hours you can work per week in term time is 20 hours.

Please note

This job description reflects the core activities of the role and as the College and the post-holder develop there will inevitably be changes in the emphasis of duties. It is expected that the post-holder recognise this and adopt a flexible approach to work and be willing to participate in unpaid training.

If changes to the job become significant, the job description should be reviewed formally by the post-holder and line manager. The Human Resources department should then be consulted as to the implications of the proposed changes.

Person specification

Eligibility to work in the United Kingdom

All candidates will need to provide proof of eligibility to work in the UK and must comply with UKVI regulations on the number of working hours.

Criteria	E S S E N T I A L	D E S I R A B L E	HOW IDENTIFIED AND ASSESSED AP Application
Knowledge/skills			
Ability to prioritise workload		*	AP
Good attention to detail	*		AP
Excellent verbal and written communication skills	*		AP
Confident and persuasive public speaker		*	AP
An eagerness to attract students to study at King's College London	*		AP
Video editing	*		AP
Experience			
Direct contact with students or young people		*	AP
Engagement in extra-curricular activities at King's or other opportunities in and around London		*	AP
Personal characteristics/other requirements			
Current student at King's College London	*		AP
Excellent Team Player	*		AP
Enthusiasm for Higher Education	*		AP
Willingness to work out of hours & occasionally travel for work as necessary	*		AP
Highly Organised	*		AP
A good eye for interesting and creative content	*		AP
Capable of working independently	*		AP