

JOB DESCRIPTION

Job Title:	Communications Intern
Reporting to:	Senior Content Creator
Reports:	NA
Place of Work:	The Student Centre, University of York
Hours of Work:	35 hours/week
Salary Scale Point:	£25,004

Job Overview

As the Communications Intern, you'll play a key role in supporting York SU's communications team. You'll help deliver engaging and accessible content that celebrates student life, raises awareness of Union services, and encourages participation in our campaigns, activities, and events.

Key Responsibilities

Content Creation & Management

- Create and schedule engaging social media content (Instagram, Facebook, TikTok, LinkedIn, and emerging platforms).
- Capture and edit high-quality photos and videos for digital use.
- Write creative and accessible copy for our website, newsletters, and printed materials.
- Support with digital screen updates (till screens, app ads, venue displays, etc.).
- Ensure all content reflects York SU's brand, tone, and values.

Campaigns & Projects

- Assist in planning, delivering, and evaluating communications campaigns for key Union events and initiatives (e.g. Welcome Week, Elections, Awards).
- Work collaboratively with SU Officers and teams to promote student projects, services, and achievements.
- Support creative ideation and planning for new social campaigns or storytelling opportunities.
- Deliver and maintain a high level of customer service to colleagues and

service users.

Digital & Analytics

- Help monitor social media engagement and website analytics to inform improvements.
- Stay up to date with social media trends and recommend innovative approaches to reach student audiences.
- Contribute ideas to improve reach, accessibility, and engagement across platforms.

Team & Development

- Work closely with the Communications team to deliver cohesive messaging across all channels.
- Participate in team meetings and planning sessions.

Criteria	Essential	Desirable
Currently studying at (or recently graduated from) University	X	
Strong written and verbal communication skills	X	
Understanding of social media platforms and trends	X	
Creative eye for design, photography, or video content	X	
Ability to manage multiple tasks and meet deadlines	X	
Interest in student life, community engagement, and representation	X	
Commitment to inclusivity and accessibility in communications	X	
Experience using Canva, Adobe Creative Suite, or similar design tools		X
Experience with content management systems (e.g. WordPress)		X
Familiarity with analytics tools or insights dashboards		X
Previous involvement with student media, societies, or campaigns		X

To work with us, we ask all staff to uphold our core values and behaviors. These are:

Ambition

We are unashamedly ambitious. Students and their success is the reason we exist, and we will do everything in our power to work to their unique needs, journeys, experiences and communities.

Innovation

We're not afraid of failure. We bring creativity, sensitivity and integrity to all our work meaning that when things don't pan out how we expected, we own it, learn from it and always try again.

Social Conscience

We are bigger than just ourselves. We care and are committed to our vibrant community, celebrating and encouraging difference and diversity.

Authenticity

We are authentic and honest - building trust, rather than just focusing on our own power, privilege and legitimacy. We are always open about the needs, complexities, opportunities and challenges we all face now and in the future.

Partnership

We recognise we can't work alone - we know and are open about our limitations and believe that collective action and solidarity is what makes our work special. We weave and connect what already exists, build on common ground and focus on what unites us rather than divides us.

General Notes

- The principle roles and responsibilities of this post will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate by the union.
- Staff are required to have a Personal Development Plan and to participate in training, meetings or conferences considered relevant to the Union and their job.
 - Staff must carry out their duties with full regard to the rules, procedures and conditions of service contained in the Staff Handbook, constitution and employee policies.
- A condition of employment is that all staff are expected to assist in key events throughout the year e.g. Welcome events and Welcome Fair, Student Balls

and any other key events, including elections.

- All staff are expected to champion an organisational culture which is inclusive and both values and celebrates diversity, and where students feel empowered to shape their Union.
- Staff are expected to portray a positive image of the Students' Union, both internally and externally, by displaying integrity, punctuality, politeness and professionalism.
- Staff must uphold York SU's environmental and sustainability aims, ensuring good practice is met.
- Everyone must work within, promote and uphold the student-led and democratic ethos of the Students' Union.

Date Updated (& Initials):