



The University of York / The Student Centre
James College / Newton Way
Heslington / York / YO10 5DD

E: enquiries@yusu.org
T: 01904 32 3724
www.yusu.org



Job Title	Student Content Creator
Reporting to	Communications Projects Coordinator (External)
Place of Work	The Student Centre – University of York
Hours of Work	Student staff- minimum 15 hours per week (Semester time)

Purpose of Role

This role assists the Communications team in delivering high quality, engaging and dynamic marketing campaigns to the students of York. As well as assisting in organisational campaigns, you'll also be the key marketing contact for our Sabbatical Officers and use your knowledge of youth trends to inform their social media presence and content.

The post holder will assist the Communications team in collating engaging content for our internal and student-facing newsletters, including copywriting and sourcing imagery and photographs.

The post holder will also lead on and assist at in-person promotional events such as Open Days and promote and celebrate the benefits of involvement in YUSU activities to new and prospective students.

Operational Management

- You will support projects and marketing campaigns within the Union.
- Be an active member of the Communications Team and support all work that comes to us.
- Actively seek out opportunities to directly engage with the student body, collecting information and insight on student behaviours and trends to inform our work.
- Be committed to student-led communications - meaning your work is informed by student trends and, wherever possible, includes students and officers in the creation of our content.
- Confidently and creatively use social media channels to promote our events, activities and campaigns.
- Be approachable and personable and can foster a good working relationship with our Elected Officers.
- Have a high level of written and verbal communication skills.
- Championing the YUSU brand and embedding our tone of voice within the organisation communications.

Key Tasks:

- Assist on projects and marketing campaigns by creating engaging content to increase student awareness of Union messaging.
- To lead on any in-person exhibitions where we are promoting the Union to new and prospective students - e.g. Open Days, Fairs.



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- Support our five elected Sabbatical Officers in promoting their campaigns, and work to increase their visibility to our members.
- To support YUSU events by contributing to social media throughout the event.
- To create, develop and deliver dynamic content on our social media channels using current trends and insight to inform work.
- To create content for YUSU's website and assist in maintaining it.
- To deliver high levels of customer service to students who interact with the Union through online channels.
- To be an advocate for YUSU.
- To attend meetings, training courses and conferences deemed appropriate to the position.

YUSU's Values and Behaviours

To work with us, we expect our staff to uphold our core values and behaviours. 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 principal roles and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.
- Staff are required to have a Personal Development plan and to participate in training, meetings or conferences considered relevant to their job. Staff must carry out their duties with full regard to the rules, policies and procedures and conditions of service contained in the staff information guide.



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- A condition of the employment is that all staff are expected to assist in key events throughout the year e.g. Freshers Fair, Summer Ball and any other key events if necessary. Staff are expected to portray a positive image both internally and externally of the Students' Union by displaying standards of service integrity, punctuality, politeness and professionalism.
- To work weekends when required when leading on and assisting with in-person promotional events.
- To uphold YUSU's environmental and sustainability practices, ensuring good practice is met.
- To abide by YUSU constitutions and policies.
- To work within, promote and uphold the student- led and democratic ethos of the Students' Union.
- **YUSU envisages that this post will develop through time and that the post-holder is expected to be proactive in pursuing these changes.**

Person Specification

Requirements	Essential	Desirable
QUALIFICATIONS		
Literate and numerate to a GCSE level or equivalent	*	
Current student at the University of York	*	
EXPERIENCE		
Experience of working with students or volunteers		*
Experience of managing social media accounts	*	
Experience of working with both or either: - the media - in a comms or PR office		*
Experience of working in a membership led or democratic organisation		*
Experience of communicating with a diverse range of people, both individuals and groups	*	



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Experience of developing creative and inclusive communications	*	
Experience of developing and delivering primary and secondary research		*
SKILLS		
General IT skills including a working knowledge of Microsoft Office and Google Suite	*	
Interest in videography and/or photography		*
Able to build and maintain effective relationships with key University staff, elected Officers and other stakeholders	*	
Copywriting and proofreading skills	*	
Excellent interpersonal skills- able to communicate effectively via a variety of methods	*	
Strong time management skills – able to meet deadlines and cope with varying workloads	*	
Ability to work well under pressure, to be flexible and adapt to changes in priorities	*	
High levels of attention to detail	*	
Understanding of governance within a Higher Education institution		*
Able to work as part of a team as well as under own initiative	*	
Commitment to the delivery of high standards of customer service	*	
Values and ethics		
positive, 'can do' approach to work	*	
dedicated to producing inclusive and accessible communications	*	
possesses high level of personal integrity	*	