

Job Title- Student Content Creator

Reporting to- Senior Content and Communications Lead

Place of Work The Student Centre – University of York

Hours of Work Student staff - 8 hours per week

Contract length September 2026 - June 2027

Purpose of Role

This role assists the Communications and Marketing teams in delivering high-quality, engaging and dynamic communications to the students of York, particularly around our commercial venues and events.

The post holder will assist the Communications team in collating engaging content for our student-facing social media, with a focus on video content on TikTok and Instagram, as well as occasional short campaigns on other platforms.

The post holder will also assist at in-person promotional events and celebrate the benefits of involvement in York SU activities to students.

Since this role is focused on our commercial activities on campus, the post holder will be required to regularly work evenings and weekends. However, we will always endeavour to schedule shifts around your studies and other commitments.

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 via video content, 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 content creation.
- Confidently and creatively use social media channels to promote our events, activities and campaigns.

- Have a high level of written and verbal communication skills.

Key Tasks:

- To lead on the content creation for the Union's commercial activity. Comfortable both in front of and behind the camera, you will be responsible for creating engaging content using current trends and students' interests.
- Editing short-form video content designed for Instagram and TikTok.
- Attending on and off-campus events to collect photo and video content for promotional use.
- Supporting the Design Team to produce social media assets to promote student events as required.
- To assist the Communications Team with short social media campaigns on other platforms, including pitching ideas.
- To be an advocate for York SU.
- To attend meetings, training courses and conferences deemed appropriate to the position.

York SU'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.
- A condition of the employment is that all staff are expected to assist in key events throughout the year e.g. Welcome Events, 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.
 - The post-holder will also be expected: To work weekends when required when leading on and assisting with in-person promotional events.
 - To uphold York SU's environmental and sustainability practices, ensuring good practice is met.
 - To abide by York SU's constitutions and policies.
 - To work within, promote and uphold the student- led and democratic ethos of the Students' Union.
- **York SU 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	*	
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	*	
Experience in video editing, including TikTok and CapCut	*	
Interest in photography		*
Experience in graphic design, e.g. in Canva or Adobe Illustrator		*
Being comfortable in front of a camera and happy to feature on York SU social media channels.	*	
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	*	
Available to work evenings and weekends	*	

Values and ethics		
Positive, 'can do' approach to work	*	
D Dedicated to producing inclusive and accessible communications	*	
Possesses high level of personal integrity	*	