



JOB DESCRIPTION

Post title: Creative Agency – Content Team Member

Line Manager Communications & Marketing Manager

Salary / Grade £13.35 per hour

Hours Various (assignment based)

Location Predominantly Bath-based Campuses

**** RINGFENCED TO CURRENT STUDENTS OF BATH SPA UNIVERSITY****

Purpose of the Role

- Capture a range of high-quality content to support the Union's Communications and Marketing team with the development of engaging marketing collateral.
- Contribute to idea generation and content creation.
- To develop, produce and capture high quality, creative, relevant, accessible and engaging digital content in a number of specialist areas, including:
 - Photography
 - Videography
 - Content Creation

Main Duties & Responsibilities

Specific Responsibilities

- To work on projects as assigned by the Communications & Marketing team.
- Attend Union and Student Group events to capture and showcase student life at BSU.
- Promote the Union's services, opportunities, campaigns & facilities.
- To proactively propose ideas or projects that are relevant to student life to support the Union in its primary aim of representing BSU students.
- Be aware of social media trends and ensure the Unions social media content remains relevant and fresh.
- Confidently approach and engage with students in conversations and interviews on screen.

- Consciously support the inclusion of all students from various backgrounds by understanding and representing what is important to them in a sensitive, and responsible medium.

Core Competencies

As a member of the Union's staff team, you are expected to always demonstrate our core values through the following competencies:

- Being ambitious, passionate, dedicated, committed & motivated
- Being team orientated: equally valued and respectful of colleagues
- Being professional & taking responsibility
- By empowering others and being willing and available to help and support
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General tasks and Responsibilities

- To ensure that the Union's policies, particularly in relation to Health and Safety, data protection, Financial Management and staffing are adhered to
- To remain up to date with the Union's policies and procedures and to undertake any relevant training required.
- To participate proactively in the Staff Development review process and undertake further professional development training relevant to your role, where resources allow.
- To ensure that the Union's standards in relation to Equality & Diversity are upheld at all times
- Work proactively towards delivering the Union's strategic aims.
- To have a 'can do', problem solving attitude which contributes to the work of the whole team.
- To occasionally work at weekends and evenings, according to organisational need or activities.
- To undertake any other duties required which are commensurate with the scope and grade of the post.

Signed (employee)

Date

Signed (line manager)

Date

Person Specification

Job Title: Creative Agency (Content)

| Criteria | Essential | Desirable | How is this assessed |
|-------------------------------|--|-----------|-------------------------------|
| Qualifications | To be studying in a field relevant to the role specialism. | | Application Interview |
| Skills & Knowledge | Familiar with and ability to use resources, tools and materials relevant to the role specialism. Ability to plan work and meet deadlines. | | Application Test Interview |
| Relevant Experience | | | Application Interview |
| Personal Qualities | Demonstrable experience of working within a team An approachable, problem-solving attitude Ability to work unsupervised and on own initiative Flexible and adaptable approach Ability to motivate others | | Application Interview |
| Special Conditions | Students Union reserves the right to refuse holiday leave requests during term times | | |