

Role Profile

Role title:	Content Creator
Salary:	£13.45 per hour + holiday pay
Full/Part Time:	Part-Time
Contract term:	Zero Hours, Fixed-Term until July 2027
Accountable to:	Graduate Content Producers
Accountable for:	N/A
Hours:	Approximately 5 hours per week during term-time
Location:	Usually located at the main Students' Union Building
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK / and a current student at either UoM, MMU or UoS graduating in 2027 or later
Benefits:	We offer a great range of benefits. You can see them here .

Our Organisation

We are Manchester Students' Union, the biggest SU in the country, supporting over 40,000 students throughout their time at university. We help to make student life the best it can be by supporting students to campaign for change, creating opportunities to meet new people, providing employment opportunities, providing advice and support and being a safe place on campus.

We are a values-centred organisation that employs around 90 permanent, full-time members of staff. We recruit a wide range of roles throughout the year within all our departments from our Commercial team operating Manchester Academy Venues, 13 Media, Bar 532 & Kitchen and Corridor Coffee to our Student Activities, Student Engagement, Marketing and Communications, Finance, HR and Facilities teams. Our team of around 400 part-time, studying staff are instrumental in providing to support to all departments as well as leading major projects like Student Angels. When you join UMSU, you'll be immersed in an environment that empowers staff to make great things happen and we're always on the lookout for innovative, passionate, and proactive people to join us.

Our staff team is led by our senior leadership team who are instrumental in driving our strategy at UMSU. It's made up of our CEO, COO, 3 Directors and 2 Associate Directors. We are governed by our trustees and Exec Officers, you can find out more about that [here](#). All our permanent, full-time roles are graded (Grade A-E) which means that there is a clear path to your development and progression whilst at UMSU.

Our Organisational Values

Our values are really important to us and shape the work that we do every day. As part of our recruitment process, we want you to demonstrate how your experiences, behaviours and skills align with our values.

Our values are

- We put students at the heart of what we do
- We provide a 'great experience' service
- We believe in improvement and progression
- We are a community
- We are open and transparent
- We are inclusive

You can find more detailed explanations of our values on [our website](#).

Role Overview

As a Social Media Content Creator, you would play a key role in ensuring the University of Manchester Students' Union (UMSU) effectively engages with its diverse student community. By supporting the development and execution of social media plans, this role helps create meaningful connections between student leaders, the Union, and the wider student body. With a focus on dynamic and engaging content, you will contribute to delivering impactful messaging across multiple social channels, ensuring students are informed, empowered, and actively involved in Union initiatives.

As part of the Marketing & Communications team within the Marketing & Development directorate, this role supports the Union's strategic goal of placing students at the heart of everything it does. The team's work ensures students are aware of key services, campaigns, events, and opportunities that enhance their university experience. By maintaining clear, engaging, and inclusive social media content, the team helps build a vibrant and supportive student community.

In this role, you will contribute to the smooth running of the department by:

- Assisting in content creation (both Infront of the camera and behind the scenes editing) and scheduling across SU social media channels, ensuring that messaging is consistent, timely, and relevant.
- Supporting collaboration between the Students' Union and the University's communications teams to amplify student-focused initiatives and campaigns.
- Keeping up to date with evolving social media trends and best practices, ensuring the Union's communications remain fresh, engaging, and accessible.

This role strongly aligns with the Union's core values, including:

- Putting students at the heart - ensuring communications reflect student voices and support their needs.
- Providing a great experience - delivering engaging and informative content that enhances student involvement.
- Believing in improvement - staying responsive to trends and continuously evolving content strategies.
- Fostering community - ensuring students feel informed, represented, and connected to their Union.
- Being open and transparent - maintaining clear, inclusive, and accessible content.

By ensuring students remain engaged and informed, this role contributes directly to the Union's mission of empowering students, amplifying their voices, and fostering a thriving university experience.

Key Result Areas

Responsible for	Contributor to	Career Development
Creating content for the SU's social media accounts including but not limited to Instagram, TikTok, LinkedIn & YouTube to build our following, reach and engagement. Being comfortable to be both in front of and behind the camera is essential.	Planning and delivering social media content for organisation-wide key messages and project-based communications plans for their intended target audiences (such as Undergraduates, Postgraduate Taught, Postgraduate Researchers, Commuter Students, International Students and more).	Social media content creation – editing and filming skills
Researching & sharing social media trends for the whole team to utilise.	Facilitating effective communication with student leaders, ensuring they are informed, heard, and supported in their roles.	Research and analysis development – social media analytics, trends and formats
Filming and featuring in social media content with students and student groups.		Marketing strategy
Reviewing and interpreting digital marketing analytics of own content to improve performance and share best practice amongst the team.		

This is not an exhaustive list of responsibilities and you may be asked to carry out other duties appropriate to the role.

Organisational Stewardship & Leadership Responsibilities

- You'll participate in team planning days.
- You'll assist in key Students' Union events & activities throughout the year including Welcome Week, elections and supporting the officers in delivering their plans.
- You'll perform duties in line with the Union policy & procedure framework.
- To contribute to maintaining communal areas and team stores

Person Specification

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Education				
Open to applicants with relevant skills and experience who are eligible to work in the UK / and a current student at either UoM, MMU or UoS graduating in 2027 or later				

Skills				
<p>Social media content creation – Has experience taking photos or videos for social media with a clear goal or aesthetic in mind, whether for a personal project, society, or brand. Knows how to keep content looking consistent and on-brand. (Submit links in any form – e.g. social media account, PDF, private folder link or a short reel/montage etc.)</p>				✓
<p>Comfortable in front of the camera, often starring in the content yourself to bring your ideas to life through content creation.</p>				✓
<p>Video editing – Comfortable using tools like CapCut, Adobe Premiere Pro, iMovie etc., to edit videos for social media, making sure content is smooth, engaging, and platform-ready.</p>	✓			
<p>Communication - Able to communicate clearly and confidently, with strong writing skills and great attention to detail— whether posting on socials, replying to messages, or working with others.</p>	✓			
<p>Data driven - Uses insights from likes, shares, clicks and other stats to make smart decisions about what content to post next, helping improve reach and engagement.</p>		✓		
<p>Visual awareness – Confident capturing photo content for social media, with an understanding of how things like lighting, composition and framing can make a shot stand out.</p>		✓		
<p>On & off-camera direction – Comfortable appearing on camera in content as well as approaching other students to participate. Able to give friendly direction to help others feel relaxed and natural on camera.</p>		✓		
<p>Creative storyteller – Knows how to take a tricky or serious topic and turn it into content that’s easy to understand, engaging, and relevant for students.</p>			✓	
Personal Attributes				
<p>Student-focused – Understands student life and culture, and knows how to create</p>			✓	

content that speaks to different student communities in a real and relatable way.				
Trend-aware – Actively keeps up with what’s trending on platforms like TikTok, Instagram, YouTube etc., and knows how to apply those trends in creative ways that feel relevant and fresh.		✓		
Organised and proactive – Good at planning your own time, staying on top of tasks, and taking the lead to get things done to deadlines.	✓			
Values & Behaviours				
Align with the SU’s values and behaviours both personally and professionally				✓
Collaborative – great at working collaboratively with team members, seeks ways to ensure all voices are heard, works with colleagues to problem solve		✓		

Training & Development

We don’t expect you to meet every single requirement listed above. When you join us, you’ll be part of a supportive team where learning is encouraged and built into everyday work.

- On-the-job learning: Most training will happen naturally as part of your role, with colleagues and managers supporting you to pick up new skills.
 - You’ll gain experience in social media content creation and strategy
 - You’ll become familiar with how social media content works as part of a wider marketing strategy
- Independent and formal learning: Think about additional opportunities the role might include.
 - You will be provided with a full training and induction plan upon starting the role
 - We also supply resources such as guides and videos to help you improve in certain areas, as well as workshops and training opportunities.

Working Arrangements

The Marketing and Communications team is based in the Activities Office in the SU Building.

This role is fully on-site due to the nature of the work. Shifts will typically be scheduled in advance, but there may be occasions where flexibility is needed to support evening or weekend events.

Core hours are usually 9–5, but occasional out of office hours work might be required to cover event or trips.

Our Recruitment Process

The way that we recruit is designed to be fair, transparent, and inclusive as well as being an enjoyable experience for everyone involved. You should expect to receive great communication and a warm, welcoming experience.

Every member of staff is recruited the same way, by submitting an application form and attending an interview. We use a recruitment platform called StaffSavvy where you'll submit your application and book interviews, if successful.

Our process allows you to show us your authentic self, gives you a platform to display your skills and knowledge in relaxed and welcoming setting. We'll never put you under any necessary pressure on you, ask you trick questions or interrogate you in an interview and we'll support you all the way through our process.

You can find more information about our recruitment process on [our website](#).