

Role Profile

Role title:	Graduate Content Producer – Social Enterprise
Salary:	£24,863 - £27,013
Full/Part Time:	Full-Time
Contract term:	Fixed-Term until 31 st July 2028
Accountable to:	Marketing & Content Lead
Accountable for:	Marcomms student staff
Hours:	35 Hours per Week
Location:	Usually located at the main Students' Union Building / with an option to work some hours remotely
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK who graduated from UoM, MMU or UoS between June 2025 and June 2026, or who are on track to have graduated by the end of July 2026.
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 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

This role helps bring our bars, cafés, events and student spaces to life through social-first, audience-led content. Whether you are organising a lifestyle shoot in our coffee shop, capturing the buzz of one of the bar’s social events or creating content around a major campaign, you will help shape how students discover, experience and engage with our brands and venues.

Working as part of a creative and supportive marketing team, you will plan and produce content for our social media channels, web pages, digital screens and more. From reactive social content and trend-led videos to campaign assets and everyday visual output, you will help create content that feels relevant, engaging and true to student life.

In the role, you will take ownership of campaign content and support our Business as Usual output, while working closely with teams across Design and Events, as well as our student staff teams, to deliver impactful and engaging content. As you progress, you will also have opportunities to lead on smaller campaigns, contribute to communications planning and support student content creators.

This is a hands-on role for someone who enjoys creating content, spotting opportunities and working in ever-changing digital environments. It is a great opportunity for someone looking to turn strong social instincts and creative ideas into professional content experience, while building confidence across campaigns, events and digital platforms. The work you produce will directly support the commercial success of our venues, events and services, helping drive attendance, engagement and sales across the Students’ Union.

Key Result Areas

Responsible for	Contributor to
Creating and briefing student staff to create social-first content (video, photography, live event coverage and more) that promotes SU social enterprise spaces and communicates key messages across multiple channels.	Campaign development with the Marketing & Content Lead and Design team, contributing creative ideas and helping shape campaign direction across digital and physical channels.
Producing engaging, platform-appropriate content for launches, offers, loyalty schemes, pop-ups and seasonal campaigns, with a focus on audience engagement, reach and commercial impact.	Brand activations, pop-ups and on-campus promotional activity designed to increase awareness, engagement and footfall across SU venues and services.

Planning, managing and producing content projects across events, campaigns and venue activity, including coordinating shoots, gathering assets and overseeing delivery timelines.	The performance and growth of our digital channels through content that drives engagement, attendance, reach and student interaction.
Maintaining brand standards, tone of voice and quality across all content output, including providing clear feedback and direction to student content creators.	
Contributing to regular content reviews to ensure creative output evolves with trends, insights and student feedback.	
Supporting the content planning and publishing process alongside the Marketing & Content Lead, with responsibility for scheduling, asset management and content versioning.	

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				
We accept candidates from any educational background.				
Skills				
Ability to create engaging content across social media, web and digital channels	✓		✓	
Confident using content creation and editing tools such as Canva, CapCut, Adobe Creative Suite or equivalent platforms*	✓		✓	

Ability to plan and manage content rollouts to clear messaging, deadlines and campaign objectives	✓	✓	✓	
Ability to gather and interpret social media insights and performance data to identify successes, trends and opportunities*		✓	✓	
Ability to adapt content to different audiences, platforms and brand styles while maintaining quality and consistency		✓	✓	
Comfortable creating commercially focused content that supports engagement, attendance and sales while reflecting the values and tone of the Students' Union*	✓	✓		
Personal Attributes				
Proactive and confident working from high-level briefs, with the ability to use initiative and make informed creative decisions*		✓	✓	
Genuine interest in social media, digital culture and content creation, with enthusiasm for developing creative and professional skills	✓	✓		
Strong attention to detail and commitment to producing polished, accurate and on-brand work*				✓
Comfortable working in fast-paced social environments and adapting to reactive opportunities, events and changing priorities		✓	✓	
Awareness of current trends, media, entertainment and digital culture relevant to student audiences*	✓	✓		
Values & Behaviours				
Align with the SU's values and behaviours both personally and professionally				✓
Insight driven – always looking for ways to collect data from a range of sources to measure the impact of your work on the student community or to inform your work				✓
Collaborative – great at working collaboratively with team members, seeks				✓

ways to ensure all voices are heard, works with colleagues to problem solve				
Active Bystander – continually seeks to dismantle barriers, ensures all working practises are accessible, seeks to ensure all voices are heard and factored in when making decisions				✓

Please note that all of the above criteria are desirable unless marked with an asterisk (), which indicates essential requirements.*

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. The Marketing and Communications often uses opportunities to share skills and upskill each other, as well as visit conferences and industry events to further career and skill development.

Working Arrangements

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

Remote working is available for part of the week, with an expectation to attend the office 3 times weekly, with some flexibility around busier or quieter periods.

Core hours are usually 9–5, but flexible working is supported where possible.

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 exactly 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.

Top Tip: our roles can be quite competitive, so we recommend applying as soon as possible as we often close applications early!

If you'd like further information or support regarding our recruitment process, we recommend that you read our full recruitment guide for applicants [here](#).