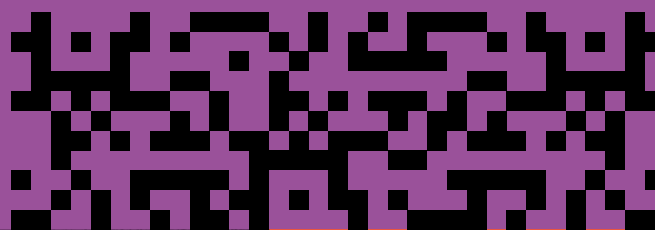


2025

# Graduate Content Producer – Social Enterprise

Create content that makes students stop, scroll, click and come through the door at University of Manchester Students' Union



**STUDENTS'  
UNION**  
University of  
Manchester



## Why This Role Matters

**We don't just create content.  
We drive income, community  
and change.**

Our commercial spaces aren't just about food, drink and gigs. They're how we fund something bigger.

Every gig ticket, flat white, hoody sale and karaoke night helps power student services.

From frontline advice to societies, campaigns, wellbeing and academic support. At the University of Manchester Students' Union, we run social enterprises that feel student-led, relevant and full of energy and every bit of income gets reinvested back into student life.

As Graduate Content Producer – Social Enterprise, you'll help make that connection visible. You'll create content that doesn't just advertise offers, it builds loyalty, drives bookings, and brings students through the door.

You'll be part of a creative team that works like an in-house agency where content, campaigns, design and insight come together to shape how students engage with the SU. And you'll work on real campaigns from day one.

This isn't just a graduate job in marketing. It's an opportunity to shape what students see, feel and do when they encounter our spaces and help grow the income that funds real change.



**48,000+**  
Students

**10+**  
SU-Run Spaces

**100%**  
Profit Reinvestment

**400+**  
Student Staff

**90+**  
Permanent Staff

## Our Purpose

**We're one of the UK's biggest Students' Unions but we're just getting started.**

The University of Manchester Students' Union supports over 48,000 students. We're a registered charity, separate from the university.

We reinvest every penny of income into services, campaigns, jobs, advice and experiences for students.

Venues, cafes, merch, events, advice centre, societies and more





## The Team

**You'll be part of a creative in-house team that includes content creators, designers, marketers, event producers, business developers and insight analysts all working together to build bold, student-focused campaigns.**

We work like an agency, with shared ideas, campaign calendars, and collaborative projects. You'll be supported to build your skills and confidence in a team that values your perspective as a recent student and emerging creative voice.

You'll work within one team that brings together Marketing, Design, Insight, Events and Business Development to produce and publish work that makes our spaces stand out.

“

We don't just promote the SU. We co-create what great engagement looks like.



## Our Culture

### **Ambitious. Student-led. Strategic. Curious. Fun.**

We're ambitious, supportive, and always experimenting.

We care more about potential than polish.

We'll help you learn fast and work on real-world campaigns from the start.

This is the place to grow as a content creator while working on something meaningful.



Working at the  
SU has been  
game-changing  
for me.



Ruth,  
Associate Director  
of Insight & Data



I first joined the SU in 2019 as a student staff member, mainly to gain some experience. I never imagined that a few years later I'd be Associate Director of Insight and Data.

Leading projects across digital, data infrastructure, and organisational improvement. What started as just a job for experience turned into a mission I truly care about. Seeing the real-world impact of my work whether it's through data-led insights, student engagement, or shaping strategies or people.

This gives me a sense of purpose that drives me every day. We don't do things for the sake of it here. There's always a why, and that why is about students, staff, and the community we're trying to uplift.

That's what makes the work meaningful. If you're passionate about creating meaningful, fun, and impactful campaigns and want to lead in a place where your ideas and your growth matter, this is the place to be.

## Your Role

### Create campaigns that connect students to our spaces.

You'll be the creative engine behind much of the content we produce for our commercial spaces. From TikToks and reels to photography, posters, event promos, digital screens and menu visuals. You'll help shape what students see and interact with every day.

#### You'll create content that promotes:

- 532 Bar & Kitchen
- Corridor Coffee Co
- Barm & Spud
- Union Threads
- Student events & trips

You'll support the planning, creation, editing and publishing of visuals and short-form content that drives footfall, builds recognition, and makes students feel connected to SU spaces. One week you might be promoting a new drinks offer; the next you're photographing a sold-out student event or designing loyalty card visuals.

You'll work as part of a cross-functional creative team. Collaborating with the Marketing & Content Lead, Design, Insight, Events and Business Development to deliver content that feels fresh, consistent and connected. Everyone's ideas shape the work here, so you'll be encouraged to pitch creative concepts, experiment with formats, and bring your own style to the table as we build campaigns together.

This is a hands-on role, ideal for someone at the start of their content career. Someone who wants to work in a fast-paced environment, build a standout portfolio, and contribute to work that actually makes a difference.

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## Key Focus Areas

**Strategic priorities you'll be responsible for and contribute to**

Responsible for	Contributor to
<b>Creating short-form content (video, photo, graphics) that showcases SU social enterprise spaces and brings campaigns to life across TikTok, Instagram, screens, and more</b>	<b>Campaign development with the Marketing &amp; Content Lead and Design team, offering creative ideas and shaping visual direction</b>
<b>Producing visually engaging content for launches, offers, loyalty schemes, pop-ups and seasonal campaigns that help drive footfall and boost income</b>	<b>Collaborative projects with the Events and Business Development teams, including social takeovers, venue promotions, and in-house activations</b>
<b>Capturing and editing behind-the-scenes, event and in-venue content that reflects student culture and brand identity</b>	<b>The performance and growth of our digital channels by producing content that drives engagement, reach and student interaction</b>
<b>Contributing to regular content reviews to ensure creative output evolves with trends, insights and student feedback</b>	
<b>Supporting the content planning and publishing process alongside the Marketing &amp; Content Lead, with responsibility for scheduling, asset management and content versioning</b>	

# What Success Looks Like

**The outcomes we'll support you to achieve in your role**



**Produce regular short-form content for social enterprise services**



**Create visuals for at least 3 seasonal or loyalty campaigns**



**Support the planning and delivery of 5+ events, activities or pop-ups**



**Help grow our TikTok and Instagram presence**



**Contribute to improved engagement, repeat visits and footfall**



**Build a professional portfolio of digital, photo and design work**



# Person Specification / Education / Skills

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
<b>Education</b>				
We accept candidates from any educational background.				
<b>Skills</b>				
Ability to create engaging content for TikTok, Instagram and digital screens	●			
Confident using tools like Canva, CapCut, or Adobe Creative Suite	●	●		
Good eye for photography, video, and motion-led content		●		
Can plan and manage content for specific campaigns or dates		●		
Comfortable producing branded, aesthetic, offer-driven content	●	●		

## Person Specification / Personal Attributes

[illegible]

# Person Specification / Values & Behaviours

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
<b>Personal Attributes</b>				
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				●

# Organisational Responsibilities + Essentials

## What you need to know

You'll be expected to:	Key Info:
· Champion inclusion and equity	· Salary: £24,520-£26,640
· Use student insight to guide your work	· Contract: Full time, Fixed term until 31st July 2026 (35 hours/week)
· Support a wellbeing-first culture	· Location: Manchester with flexible hybrid working
· Work collaboratively across teams	· Deadline to apply: Monday 25 August 2025 at 11:59pm
· Respect democratic student leadership	· Interview date: Thursday 11 September 2025
· Act in line with SU values and behaviours	· Reports to: Marketing & Content Lead – Social Enterprise
	· Line manages: Student Staff

