

Role Profile

Role title:	Marketing & Content Assistant
Salary:	£12.60 per hour + Holiday Pay
Full/Part Time:	Part-Time
Contract term:	Zero Hours, Fixed-Term until end of July 2026
Accountable to:	Marketing & Content Leads
Accountable for:	N/A
Hours:	Approximately 10 hours per week during term-time / Remote & in-person work may be available over summer
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 / and a current student at University of Manchester graduating in 2026 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 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 Marketing & Content Assistant, 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 multi-channel marketing & communications plans, this role helps create meaningful connections between student leaders, the Union, and the wider student body. With a focus on dynamic and engaging concepts, you will contribute to delivering impactful messaging both in-person and digitally.

These roles sit within the Marketing & Development directorate with the opportunity to gain experience in various aspects of the creative industries, from social media content creation to planning engaging in person activity. The team's work ensures students are aware of key services, campaigns, events, and opportunities that enhance their university experience.

No shift would be the same, but you could regularly expect to...

- Lead and deliver end-to-end campaigns for our charitable services and commercial outlets
- Create engaging copy for marketing materials and trend-focused social content
- Gain experience and creative skills in all aspects of marketing & communications

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
Creating content for the SU's digital platforms including social media (Instagram, TikTok, LinkedIn, YouTube), website pages, newsletters,	Planning, creating, and delivering engaging multi-channel marketing and communications campaigns — from concept and budgeting to

and promotional materials, ensuring content is engaging, inclusive, and aligned with our tone of voice. Managing this through our various digital planning and scheduling platforms like Asana, Airtable, Canva and Capcut.	execution — that align with UMSU's strategic aims and values.
Writing compelling and creative copy for a range of formats — including straplines, campaign messaging, press releases, long-form articles, and social posts — that reflects UMSU's brand and enhances student engagement.	Organisation of inboxes and task boards, ensuring administrative duties are handled promptly and communication with stakeholders is efficient and professional.
Staying up-to-date with content and consumer trends, best practices, and emerging platforms to maintain relevance and innovation across channels.	Reviewing performance of campaigns and content using digital analytics, social insights, and student feedback to refine strategies and demonstrate impact.
Collaborating with student Brand Ambassadors, student leaders including Exec Officers, and internal departments to co-create campaigns that reflect the student voice, foster community and raise awareness of the Students' Union.	Contribute to making sure our organisational values are at the forefront of our marketing activity, helping us to offer students a great experience whilst at University by creating an inclusive and welcoming community where we put students at the heart of everything we do.
Responsible for end-to-end campaign activity, from idea creation, to budgeting, branding an activity management. Taking the lead on campaign proposals and ensuring they are planned and executed to a high level to provide students with the best experiences.	

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				
Current student at UoM	✓			
Graduating in 2026 or later	✓			

Skills				
Content Creation: Experience in social media content creation, including photo/video production and editing (e.g. using CapCut, Adobe Premiere Pro). (Submit links in any form – e.g. social media account, PDF, private folder link or a short reel/montage etc.)				✓
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.			✓	
Communication: Strong writing and copyediting skills across formats (social posts, press releases, website copy, long-form)				✓
Brand Building: Ability to maintain brand tone and visual style consistently across digital platforms and in-person formats.				✓
Time Management: Organised and able to manage multiple tasks and competing priorities to tight deadlines.	✓			
On & Off Camera Direction: Comfortable appearing on camera, directing others in content and approaching other students in-person to participate.		✓		
Personal Attributes				
Creative Storyteller: Creative thinker with a passion for storytelling and student engagement.			✓	
Team Player: Collaborative and open to giving and receiving feedback, contributing positively to team dynamics and inclusive practices.	✓			
Passionate about Marketing: Understanding of marketing and communications principles, including campaign planning, audience targeting, and responding to trends.				✓
Values & Behaviours				
Align with the SU's values and behaviours both personally and professionally				✓

Insight Driven: Uses quantitative and qualitative data to evaluate campaign/project performance and inform future work.			✓	
Leadership: Demonstrates initiative and takes ownership of projects and tasks.	✓			

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](#).