

Job Description & Person Specification: Student Content Assistant

Salary: £12.71 an hour

Hours: Up to 16 hours per week

Reporting to: Marketing and Communications Coordinator

About the Students' Union

Edge Hill Students' Union works with students to make their university experience all they want it to be.

We bring students together - connecting people, empowering societies, and supporting individuals to build thriving, inclusive communities rooted in shared interests, identities, and ambitions.

We are here to help students create the change they want to see, both on campus and beyond. Whether that means campaigning for better facilities, launching new initiatives, or acting on wider social issues, we provide the platform, tools, and freedom for students to lead the way.

We don't do this in isolation. We work in active partnership with University departments, local communities, and external organisations to open up opportunities, break down barriers, and deliver a great student experience.

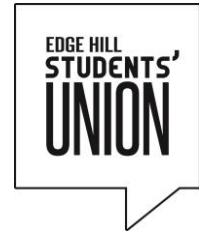
Above all, we bring creativity, energy, and freedom to student life - working to ensure every student feels a genuine sense of belonging, thrives during their time at Edge Hill, and is empowered to be the best version of themselves.

About the Role

As a Content Assistant, you'll help create engaging and authentic social media content that captures student life, Students' Union events and key campaigns to enhance Edge Hill Students' Union's online presence.

You'll assist in documenting major events through photography and short-form video; acting as the creative voice telling our Union's story and encouraging your fellow students to engage with their SU.

As part of your role, you'll work closely with the Marketing and Communications Coordinator to ensure our social media content is inclusive and representative of the student body whilst also aligning with our brand guidelines.



About You

You're highly organised with a strong creative skillset and passion for visual storytelling.

You are confident and outgoing with excellent communication skills. This means you can work collaboratively on creative projects and are comfortable speaking to students on and off camera.

You have strong knowledge of current social media trends and can adapt them into content that is relevant and engaging for students.

Above all, you're passionate about creating inclusive and uplifting content that encourages students to get involved with their Students' Union.

Main Responsibilities

Content & Digital Media

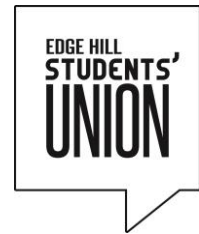
- Film quality video content and take photo assets during major SU events (e.g. elections, club nights, pop-ups, society fundraisers).
- Research, plan, film and edit short-form video content (TikToks and Instagram Reels) aligned with current social trends and Union brand guidelines.
- Be willing and comfortable to appear on camera and engage with students to help create authentic content (vox pops, street interviews etc...)
- Work with our team of student representatives to platform them as community leaders and promote their respective campaigns.
- Assist in writing catchy, student friendly captions that align with our tone of voice.
- Work with the Marketing and Communications Coordinator to brainstorm engaging and innovative campaign concepts that increase student awareness of SU events and services.

General

- Maintain brand consistency, inclusivity and appropriateness across all created content.
- Undertake additional creative tasks that may, from time to time, be reasonably requested.
- Maintain health & safety protocols at all times, especially while filming and using digital equipment on site.
- Be flexible and willing to work occasional weekend or evening shifts to help document major events.

(Assessment Criteria: A = Application, I = Interview, P = Presentation, T = Test)

Person Specification				
Qualifications		Essential	Desirable	Assessment Criteria
1	Current student at Edge Hill University, able to work alongside studies	*	*	A
2	Relevant study in marketing, media, communications, journalism, digital content, creative arts or similar – or demonstrable experience in the above.		*	A
Experience		Essential	Desirable	Assessment Criteria
3	Experience creating content for social media platforms such as TikTok, Instagram or similar, whether through personal, academic, volunteer or paid work.	*		A/I
4	Experience using a smartphone or basic digital tools to capture photo and video content.	*		A/I
5	Experience editing short-form video content using apps such as CapCut, Canva, Adobe Express or similar.		*	A/I
6	Experience contributing to a society, sports club, student group, volunteering project or online community.		*	A/I
7	Experience appearing on camera or creating content featuring other people.		*	A/I
Skills & Knowledge		Essential	Desirable	Assessment Criteria
11	Good understanding of current social media trends and the types of content that engage student audiences.	*		A/I
12	Strong communication skills and confidence interacting with students.	*		I
13	Creative mindset with an eye for identifying engaging content opportunities.	*		A/I
14	Ability to work independently, manage time effectively and meet agreed deadlines.	*		A/I
15	Ability to work independently, use initiative and identify practical solutions to day-to-day operational challenges.	*		A/I
16	Willingness to learn new skills and take feedback positively.	*		A/I
17	Knowledge of Instagram Reels, TikTok, Canva, CapCut, Adobe Express or similar content creation tools.		*	A/I



Values & Behaviours		Essential	Desirable	Assessment Criteria
19	Passion for telling authentic student stories and showcasing student experiences.	*		I
20	Positive, approachable and enthusiastic attitude.	*		I
21	Commitment to equality, diversity and inclusion.	*		I
22	Enjoys working collaboratively with students and staff.	*		I
23	Professional and responsible when representing the Students' Union online and at events.	*		I
24	Interested in learning about marketing, communications and digital content creation.	*		I

Signed (Employee)

Print Name

Date

Signed (Employer)

Print Name

Date