

Digital Content Creator Job Description

Job Title:	Digital Content Creator
Salary:	£10.50 per hour. With effect from 1 st April £11.70
Location:	College Lane and De Havilland
Hours:	Maximum of 20 hours per week (Zero Hours Contract)

Vision:

Our vision at Hertfordshire Students' Union is to help students love Herts.

Values:

We are a truly values-led organisation. As such, our Student Opportunities Assistants must demonstrate our everyday values of being Helpful, Empowering, Representative, Transparent and Student-Focused whilst ensuring Hertfordshire Students' Union is truly representative of students. We encourage our team to have fun at work while never losing sight of our vision.

Service Excellence:

We go above and beyond for our students and each other – we're committed to providing excellent service across the board and we support each other to prioritise this every day.

Equal Opportunities:

We encourage applications from students with a diversity of backgrounds and experiences to reflect the current student population. We welcome all applications regardless of a persons' race, sex, disability, religion/beliefs, sexual orientation, or age.

Main Purpose of Job

To create exciting content through high quality photography and videography for a variety of Students' Union projects. You will be expected to seek opportunities to create engaging, student-centred content, including topical pieces and student success stories. The media that you create will be used across a range of digital and printed channels, including email, posters, social media and our website.

You'll be part of the Marketing team who are excited to grow their outreach and explore new ways of communicating with our students. Your input will be invaluable in ensuring what we do resonates with the student population here at Herts. You will report to the Digital Media Lead and work closely with our Graphic Designer & Marketing Executive.

Main Duties and Responsibilities

- To seek out and create engaging content for our channels
- To work with and support the Marketing team by producing various pieces of photography and videography in line with the department's needs

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- To produce high quality photography and videography for a variety of needs, including assets for social media, website use, print and more
- To ensure photos and videos are provided to specification and to the set deadline, ensuring there is enough time to make amendments where necessary/requested
- To work closely with all staff in the Marketing team, sharing ideas and offering inspiration on possible content concepts
- Any other appropriate duties as assigned by your line manager

Standards

- To aspire to the highest standards of customer care at all times and in conjunction with other relevant Herts SU staff, identifying and responding to students' needs
- To respect to the democratic nature of the Students' Union at all times
- The post holder will present themselves for work being clean and tidy, wearing any uniform (provided) as required
- The post holder will display the highest standards of integrity at all times
- The post holder will observe the highest standards of punctuality
- The post holder will not consume alcohol or illegal substances whilst on duty or arrive on duty under the influence of either
- The post holder will have a flexible approach to the hours and days worked

Person Specification

Selection Criteria	Requirements	Essential/Desirable
Special Requirements	<ul style="list-style-type: none"> • Strong photography and videography skills • Confident with DSLRs and other relevant equipment • Excellent proven skills in, and sound knowledge of, design software (ideally Adobe Creative Cloud, especially After Effects, Lightroom, Photoshop and/or Premiere Pro) 	E E E
Skills	<ul style="list-style-type: none"> • Ability to work to own initiative <ul style="list-style-type: none"> • An eye for detail • Able to prioritise workload effectively • Ability to work to tight deadlines • Able to work well within a team setting • Good communication and organisation skills 	E E E E E E
Other	<ul style="list-style-type: none"> • Approachable • Committed • Creative • Driven • Enthusiastic • Friendly 	E E E E E E E

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	<ul style="list-style-type: none">• Innovative• Outgoing• Passionate	E E
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Please note this job description is a guide to the duties and skills that are required of and for the role, and is not exhaustive.