JOB DESCRIPTION

Job Title:	Creative Content Producer	**Responsible to:**	Marketing Manager
Salary:	Up to £29,000	**Responsible for:**	Digital Content Creators (Student Staff)
Location:	Based at the College Lane & De Havilland campuses, although work at other sites may occasionally be required.		
Liaison with other personnel:	The post holder reports to the Marketing Manager of Herts SU but will work closely with other staff members too, particularly the rest of the Marketing team. The post holder will also work with students, the University and on occasion, external contractors.		
Purpose:	To create compelling and innovative content for a range of digital and printed mediums.		
The Role:	Our Creative Content Producer position is essentially our in-house photographer and videographer. In what's easily our most envied roles amongst colleagues, you'll get to bring everything we do to life, making our media across all user touchpoints exciting and engaging. You'll be capturing raw content that reflects student life and represents our student body, editing it for a range of different channels. The photography and videography you produce will not only showcase student engagement, but it will drive it too. While you'll be an independent Creative Content Producer, you'll get to work with our part-time Digital Content Creators, meaning you have skilled students to bounce ideas off and call on for support, all the while developing your management skills. You'll be a big part of our mini but mighty Marketing team. We'll ask you to bring your biggest and best ideas to the table and, in turn, you'll have our full support.		

Herts SU

Vision: Our vision at Herts SU is to help students love life at Herts. The Marketing Team is a core part of our vision and the role of the Creative Content Producer is essential in bringing this vision to life, by producing inspirational artwork that engages our Uni of Herts students.

Values: We are a truly values-led organisation. As such, we're looking for someone who lives our everyday values of being Helpful, Empowering, Representative, Transparent and Student-Focused. We encourage our team to have fun at work whilst 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.

Equality and Diversity Commitment

Hertfordshire Students' Union is committed to diversity and inclusion amongst its staff, reflecting the communities it serves. We welcome applications from Black, Asian and ethnic minority backgrounds, as they are currently underrepresented within the Union's professional staff team. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

Key Role Requirements

Main Duties and Responsibilities

Producing Exciting Digital Media

- Work with and support the Marketing team by capturing and editing a large volume of photography & videography according to briefs provided, by us and by other teams.
- Take a creative lead on our digital content, offering innovative ideas and being brave in trialling new concepts.
- Curate digital content throughout the year which both showcases the Students' Union and portrays the student journey.
- Ensure all work is provided to specification and to set deadlines, with sufficient time to make amendments where necessary.

Media Consent & Management

- Oversee the consent process for all media, ensuring all subjects understand how we may use our footage and that we have their permission in return.
- Manage the storage of all media so that our files are secure and easy to access for the team.

Student Staff Management

- Provide comprehensive line management support for our part-time Digital Content Creator team.
- Take the lead on the recruitment and onboarding of our Digital Content Creators.
- Create development opportunities for our Digital Content Creators, coaching and upskilling them throughout their student staff journey to ensure they get the best out of the role.
- Ensure our Digital Content Creators have access to detailed briefs, high-quality equipment and speedy feedback.

Supporting The Wider SU Team

- Work closely with all staff in the Marketing team, sharing ideas and offering inspiration on possible content concepts.
- Harness and maintain good working relationships with all colleagues across the SU, working as collaboratively as possible on all projects where appropriate.
- Support with the delivery of brand activations, outreach activities and larger events as needed.

General Duties

- Set high standards of integrity, punctuality, accuracy, politeness and professionalism. By personal example promote a positive image of the SU and ensure staff provide an excellent customer service.
- Ensure the effective and efficient day to day running of the department.
- Contribute towards the delivery of the SU's strategic plan.
- Attend conferences, training events and meetings as necessary.
- Build and maintain effective relationships with external stakeholders and providers.
- Undertake individual projects as required for the benefit of Uni of Herts students.
- Have a flexible approach to work and undertake any other reasonable duties that may be required, including general administration.
- Keep up to date with relevant local, national, international & sector developments, changes in legislation and good practice.
- Be sensitive when handling confidential information.
- Be aware of the department's impact on the environment and to work within the environmental policies of the SU and the Uni of Herts.

This document outlines the duties required for the time being of the post entitled Creative Content Producer, to indicate the level of responsibility. It is not a comprehensive or exhaustive document and the management of Hertfordshire Students' Union may vary duties from time to time that do not change the general character of the job or the level of responsibility.

HERTS SU

PERSON SPECIFICATION
Creative Content Producer

A degree in a film, photography or a media-based subject
A minimum of 12 months experience in a photography and/or videography role
Proven skills in and sound knowledge of editing software (i.e. Adobe Creative Cloud, especially After Effects, Lightroom, Photoshop and/or Premiere Pro)
Basic marketing knowledge
A creative eye with excellent attention to detail
Ability to create and maintain strong working relationships with a wide range of stakeholders including staff, students and external providers
Experience handling a heavy workload and working under pressure
Excellent written and verbal communication skills, with the ability to communicate at all levels
Ability to work to a brief and to tight deadline
An enthusiastic, driven and proactive team player that can overcome problems in a constructive way
Able to make work fun and enjoy what they do
Self-motivated and self-reliant
Punctual, organised and flexible
Ability to think outside of the box and come up with new, fresh ideas
Facilitative of others' ideas and non-judgemental
Ability to tap into students' mindset and understand what appeals to them
Commitment to Equal Opportunities and understanding of its relevance to Students' Unions
Ability to work with a wide range of people from different backgrounds and cultures
Evidence of continuous commitment to career and personal development
Appreciation of the culture and working arrangements within Students' Unions
Able to work occasional evenings and weekends when required