

Digital Content Creator Job Description

Job Title:	Digital Content Creator
Salary:	£12.71 an hour
Location:	College Lane and De Havilland
Hours:	Maximum of 20 hours per week (Zero Hours Contract)

Main Purpose of Job

To create exciting content through high quality photography and videography for a variety of Students' Union projects. You'll 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 explore new ways to raise our profile and enhance brand reputation. Your input will be invaluable in ensuring what we do resonates with the student population here at Herts. You will report to our full-time Creative Content Producer.

Main Duties and Responsibilities

- To seek out and create engaging content for our channels
- To support us with our social media growth, maximising trends on the likes of Instagram and TikTok wherever possible
- To work with and support the Marketing team by producing a range of high quality photography and videography, in line with the department's needs
- To feature in our content where needed, making our videos more engaging
- To ensure photos and videos are edited 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) 	<p>E</p> <p>E</p> <p>E</p>
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 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
Other	<ul style="list-style-type: none"> • Approachable • Committed • Creative • Driven • Enthusiastic • Friendly • Innovative • Outgoing • Passionate 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>

Please note this job description is a guide to the duties and skills that are required of and for the role. It is not exhaustive.