



JOB DESCRIPTION

Job Title:	The Forum Social Media Assistant
Salary:	£12.21
Location:	Hutton Hub SU Office, The Forum
Hours:	Zero Hours Contract

MAIN PURPOSE OF JOB:

Are you a student with a knack for TikTok trends, a love of Instagram and a passion for creating scroll-stopping content? The Forum is looking for a Social Media Assistant to capture the energy of our events and share it with the world!

If you are studying marketing, media or just love social media, this is your chance to gain hands on experience, grow your portfolio, and be at the centre of the most fun place on campus!

Get exclusive access to events, work flexible hours around your studies, and be part of the team that makes Herts unforgettable.

If you have a portfolio, please attach this with your CV.

MAIN DUTIES AND RESPONSIBILITIES:

- This role requires availability for daytime shifts and Wednesday late nights for content creation at our Loft & Loaded events.
- Film and create exciting, behind the scenes content of our events.
- Post engaging Reels, Stories and TikTok's that show off the best club in town!
- Jump on trends to keep our pages fun, fresh and student focused.
- Build an online community that loves The Forum as much as we do!
- Actively monitor social media trends and analyse engagement data to attract more followers and likes.
- To feedback on marketing events and campaigns, highlighting success and areas that could be improved.
- To work within the Students' Union's parameters regarding local promotional restrictions to maintain good relationships with the university, local communities and authorities.
- To always work safely and to report any potential hazards on to supervisor/line manager
- Any other appropriate duties as assigned by your line manager

PERSON SPECIFICATION

Social Media Assistant

SELECTION CRITERIA	REQUIREMENTS	Essential/Desirable
Educational Qualifications & Training	Basic numerical and language skills Studying to degree level in related subject	E D
Knowledge	Understanding of Marketing Communication planning and strategy Able to demonstrate an understanding of customer care and service General understanding of Hertfordshire Students' Union and its services	D E D
Experience	Experience of working in a similar role Experience of self-organisation Experience of working in a team	D E E
Skills	Interest and enthusiasm for Herts SU services and events. Ability to motivate & enthuse others Ability to provide creative ideas for promotional activities Ability to use the latest technologies, such as Instagram & other social networking sites effectively Good verbal communication skills Ability to prioritise workload and manage own time Excellent organisational skills Calm under pressure Sensitive to people from a variety of backgrounds & cultures Ability to work as part of a team	E E D E E E E E E E E
Special Requirements	Flexible approach to working hours. An interest in advertising and marketing	E D
Other	Highly motivated, outgoing & enthusiast Smart, clean and tidy in appearance Projects a friendly, happy, helpful nature Commitment to high standards of work and customer service	E E E E

This job description is intended as a guide to the duties required and is not exhaustive.