

Role Description

Position	
Role Title	Lead Content Creator
Directorate	Business Development and Communications
Department	Marketing & Communications
Pay	Real Living Wage (£12.60 per hour)
Hours of Work / FTE	
Contract Type	Student
Reports To	Creative Content Manager

Principal duties and responsibilities

1. Support the Marketing Assistant and Creative Content Manager to deliver our creative projects.
2. Create engaging and original content for our social media channels, websites, newsletters, and other digital platforms to attract and engage our target audiences.
3. Keep up with the latest trends in content creation, social media, and digital marketing to ensure content remains relevant and effective.

Key tasks

- Adapt existing content for different formats and platforms to maximise reach and engagement.
- Develop engaging and creative videos for various social media platforms such as Instagram, YouTube, and TikTok.
- Contribute to creative brainstorming sessions, offering innovative ideas and solutions for various projects and marketing campaigns.
- Prioritise tasks based on project requirements and deadlines, while maintaining attention to detail.
- Lead and support a team of content creators, including writing briefs and overseeing content creation projects for the Students' Union and their partners.
- Craft compelling and concise copy for social media posts, captions, and advertisements that grab attention and encourage interaction.
- Ensure all social media content aligns with our voice, style guidelines, and marketing objectives, maintaining consistency across platforms.

Common requirements for all roles

- Play an active part in delivering key LBSU projects and events as directed.
- Perform other duties, commensurate with the grade and remit of the role.

- Have a commitment to your own and others' development and a willingness to undertake relevant training opportunities.
- Undertake Health and Safety duties and responsibilities appropriate to the post, always considering your own and others' health and safety.
- Work within the framework of the Union's Policies, Articles and Byelaws, ensuring that your work furthers the Union's core values and objectives.
- Act as a role model and create an environment which ensures all employees, visitors and contractors are treated fairly and with respect and professionalism.
- Embed sustainability into your working activities wherever possible.

Person specification	
KNOWLEDGE & EXPERIENCE	<ul style="list-style-type: none"> • Awareness of Leeds Beckett Students' Union's activities on campus. • Experience in a role providing some level of customer service. • Experience with project management. • Experience in creating engaging social media or video content. • Experience using content creation tools. • Knowledge of Leeds Beckett's campuses and buildings.
ABILITIES & SKILLS	<ul style="list-style-type: none"> • Ability to provide a good customer service experience for brands and agencies seeking to create content with LBSU. • Ability to take initiative whilst still seeking support where needed. • Strong written and verbal communication skills, with the ability to be persuasive where necessary. • Proficient at the use of email and MS software such as Word and Excel. • Ability to work on campus as directed to support with key events, marketing activities and media sales brand activations.
VALUES & BEHAVIOURS	<ul style="list-style-type: none"> • A flexible, positive, and solution-focused attitude • Commitment to Leeds Beckett Students' Union's Mission, Vision and Values • Commitment to working as a proactive member of a team • Respect for the principles of client confidentiality • Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity • Commitment to excellent standards of customer care • Commitment to work in a student-led, democratic environment