

# Role Description

| Position            |   |
|---------------------|---|
| Role Title          | Lead Content Creator                    |
| Directorate         | Business Development and Communications |
| Department          | Marketing & Communications              |
| Pay                 | <a href="#">Real Living Wage</a>        |
| 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.
- 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 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

- Awareness of Leeds Beckett Students' Union's activities on campus.
- Experience in a role providing some level of customer service.
- Experience with project management tools.
- Experience in creating engaging social media or video content.
- Experience using content creation tools.
- Knowledge of Leeds Beckett's campuses and buildings.

#### ABILITIES & SKILLS

- 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.

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|---------------------------------------|--|
|                                       | <ul style="list-style-type: none"> <li>• Proficient at the use of email and MS software such as Word and Excel.</li> <li>• Ability to work on campus as directed to support with key events, marketing activities and media sales brand activations.</li> </ul>  |
| <p><b>VALUES &amp; BEHAVIOURS</b></p> | <ul style="list-style-type: none"> <li>• A flexible, positive, and solution-focused attitude</li> <li>• Commitment to Leeds Beckett Students' Union's Mission, Vision and Values</li> <li>• Commitment to working as a proactive member of a team</li> <li>• Respect for the principles of client confidentiality</li> <li>• Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity</li> <li>• Commitment to excellent standards of customer care</li> <li>• Commitment to work in a student-led, democratic environment</li> </ul> |