

Content Creator Role Description

Role Title: Content Creator

Role Summary

The Student Experience Directorate is looking for four talented students with a passion for content creation, social media, and videography to support the promotion of news, campaigns and events on various TikTok channels. Students will be encouraged to think of their own ideas for content as well as work on their assigned briefs.

Students will be expected to create TikTok content that appeals to students and enhances the brand of the different teams of the Directorate, including the Students' Association, Learning Support, and the Skills Development Service. The content will also be shared on wider social channels.

Essential requirements

- The selected volunteers will be expected to star in the videos therefore it is essential to be comfortable in front of the camera as well as recording voiceovers.
- Volunteers should be comfortable editing videos.
- Volunteers should be comfortable working to deadlines and following briefs to meet expectations.
- Volunteers should have experience creating engaging TikTok content.

Benefits to self

This role will provide valuable experience to students pursuing a career in content creation, marketing, or social media, and is an excellent opportunity to build their portfolio. Students will gain experience working to deadlines and meeting briefs.

Students will also have access to developmental opportunities, such as attending conferences including the [CDN's Marketing and Communications Network Conference](#).

Benefits to others

Content Creators will play a vital role in promoting the work of the Student Experience Directorate, providing insight to other students about what services are on offer and what they can get involved in within the College.

As this is a new role, we are keen to submit areas of work for a range of awards, such as the Herald Higher Education Awards.

Hours

Flexible

Details of any training

Students will attend development meetings throughout the year where they can discuss areas they would like to improve and identify ways to do this.

