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| Student Social Media Ambassador |  |
| **Role Description** |  |

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| **Grade & Salary:** | | Each successful candidate will be paid an hourly rate of £12.00 + £1.45 holiday pay per hour.    The contract is currently until September 2025, with the potential opportunity to be extended. |
| **Campus**  **Location:** | | Induction and training will take place on campus.    Following that the students will be expected to create social media content from home if they can, or on campus if required.  Team meetings will be carried out online. |
| **Line Manager:** | | Edinburgh Napier’s Communications Team. |
| **Line**  **Management Responsibility for:** | | No line management responsibility. |
| **Role Summary:** | | This initiative is aimed at enhancing Edinburgh Napier University’s social media presence.    The role holder will have a passion for social media and be able to demonstrate their creativity on channels such as Instagram, TikTok and more.    They will champion student life at Edinburgh Napier, engaging potential and current students with self-generated content.    We would expect the successful applicant to help create a strong online sense of student community by bringing fresh content ideas to the table from a student perspective. They would not necessarily be limited to the University’s current corporate channels.    The role holder will work closely with a small team in Marketing and External Relations, as well as other Student Social Media Ambassadors.    If you love social media and get a kick out of creating content that engages your followers, then this is a unique opportunity to leave your mark on the |
|  | | University’s social media operation and get some great experience on your CV. |
| **Main Duties and Responsibilities** | | |
|  | Work as part of wider student social media team to develop, produce and share/broadcast student-facing social media content that lifts the lid on university life | |
|  | Attend monthly social media catch-up meetings and contribute ideas to shape and support the University’s new social media strategy | |
|  | Create short videos on any aspect of student life – training will be provided if required | |
|  | Help raise engagement with the University’s corporate social media channels and contribute ideas for student-driven social channels | |
|  | Support the central Marketing and External Relations team around University calendar milestones such as Open Days, Graduations, Degree Show, club and society events and the NSS campaign | |
|  | Support the wider team in producing engaging digital content for our website around the Edinburgh Napier student journey | |
|  | Take part in photoshoots and videos for wider University marketing, and any other appropriate communication activities | |
|  | Attend Student Social Media Ambassador induction | |
|  | Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. [Data Protection,](http://staff.napier.ac.uk/services/secretary/governance/DataProtection/Pages/default.aspx) [Information Security](http://staff.napier.ac.uk/services/cit/infosecurity/Pages/InformationSecurity.aspx) and [Records Management.](http://staff.napier.ac.uk/services/secretary/governance/records/Pages/default.aspx) | |