

Student Social Media Ambassador



Role Description

Grade & Salary:	<p>Each successful candidate will be paid an hourly rate of £9.42 + £1.14 holiday pay per hour.</p> <p>The contract is currently until August 2020, with the potential opportunity to be extended.</p> <p>Costs towards equipment/mobile phone contracts will also apply.</p>
Campus Location:	<p>Sighthill Campus for induction, training and team meetings.</p> <p>Following that the students will be expected to create social media content from various locations, such as their main campus, accommodation and the city of Edinburgh.</p>
Line Manager:	Marketing and External Relations department staff member.
Line Management Responsibility for:	No line management responsibility.
Role Summary:	<p>This initiative is aimed at enhancing Edinburgh Napier University's social media presence.</p> <p>The role holder will have a passion for social media and be able to demonstrate their creativity on channels such as Instagram, YouTube, Twitter, Snapchat and Facebook.</p> <p>They will champion student life at Edinburgh Napier, engaging potential and current students with self-generated content.</p> <p>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 eye's perspective. They would not necessarily be limited to the University's current corporate channels.</p> <p>The role holder will work closely with a small team in Marketing and External Relations, as well as other Student Social Media Ambassadors.</p> <p>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</p>

	University's social media operation and get some great experience on your CV.
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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 regular 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 Freshers' Week, Open Days, Graduations, Degree Show and club and society events
➤	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 communication activities deemed appropriate by your line manager
➤	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 , Information Security and Records Management .