Job description

Post title	Student Content Creator
Department/Division/Directorate	Brand & Marketing Department
Responsible to	Social media specialists – Marketing Communications Team
Date	September 2024

Role purpose

- Bring the King's experience to life by creating entertaining, and informative content about student life at the university and in London.
- Deliver engaging activities to help prospective students decide whether King's is the right place for them.

Content created may be used across King's social media accounts including faculty and departments, King's College London's website or intranet, student recruitment events, newsletters, in advertising and more.

Role outline

Key responsibilities and objectives of the job

As a Student Content Creator your role and responsibilities may include (but are not limited to):

Creating content
The primary objective of this role is to produce video content. Student Content Creators are expected to utilise their creative video and photography skills to produce a range of content including:
- Instagram Reels
- TikToks
- Vlogs and Shorts for YouTube
- Vlogs, videos, images, testimonials and other content for the King's website
- Photo carousels for TikTok and Instagram

In the process of creating content, you may be asked to:
- Create thumbnails for Instagram reels, and Facebook/LinkedIn/YouTube videos
- Prepare captions for various content and platforms (with guidance from staff)
- Prepare subtitles (with guidance from staff)
- Write scripts (with support from staff)
- Write testimonials or blog posts

The Brand & Marketing team will offer a range of projects throughout the year.
While projects will be offered, we are looking for creative and enthusiastic students willing to pitch their own content ideas and where appropriate, participate in trends on TikTok and Instagram.

Engaging with the audience

Part of this role may require occasionally supporting or fully delivering engagement activities.
These may include:

- Interactive tours of King's campuses and London
- Live activities
- Q&As
- Quizzes

Support required will depend on the activity. Interactive tours and quizzes will require more input from the Student Content Creator with planning and preparation compared to activities such as Q&As.

Providing social media support at events

- Content Creators may work across a variety of events such as the undergraduate open days, taster sessions, society activities and evening events. During these events, you may be asked to:
    - Capture highlights through video and photos.
    - Using your initiative, identify and work with students, staff and/or guests to capture interesting content e.g., demonstrations at open days or filming interviews with other students and/or guests.
    - Assist the Marketing Communications Team with publishing content directly to King's social media accounts in real-time.
    - Producing post-event highlights in the form of videos, photo carousels etc.

Admin and ad hoc tasks

- We may occasionally require additional support unrelated to creating content. This could range from tasks such as preparing various materials for the content creator team, to helping us manage messages and comments.

Knowledge, experience & personal skills

Social media knowledge

Student Content Creators must be knowledgeable of, and have experience creating video content for at least one of the following platforms:

- Instagram
- TikTok
- YouTube

Skills

- Basic video production is a requirement. We don't expect students to have polished production skills, a very basic understanding of how to film and edit video content will suffice. If you are new to video content but are motivated and willing to develop your skills, you are welcome to apply for this position.
- Basic photography skills are a requirement. You don't need to be a professional or familiar with professional equipment. You are welcome to apply for this position if you are comfortable with smartphone photography and have some understanding of lighting, angles and framing.
- Basic skills of a graphic design tool such as Canva would be helpful, but it is not a requirement.
- Basic copywriting skills or experience would be beneficial in the role.

Student Content Creators will not be confined to creating one specific type of content. If you are interested in exploring other content formats there may be opportunities for you to develop your skills in those areas.

Personal skills
- Student Content Creators must be comfortable being in front of the camera as you may be required to appear in content for King's corporate social media accounts.
- Student Content Creators must be friendly, enthusiastic and comfortable approaching and chatting to other students and members of the public on camera.
- Willing to learn processes and how to work with specialist equipment to optimise content quality.

Specific Aspects - indicate frequency D (daily), W (weekly), M (monthly) where applicable:

Intensive Display Screen Equipment work (e.g. data entry or digital microscopy):		Direct patient contact involving exposure prone procedures (EPP):	
Heavy manual handling:		Direct patient contact, no EPP	
Highly repetitive tasks (e.g. pipetting or re-shelving books):		Work with patient specimens (e.g. blood or tissue samples):	
Shift work, night work or call-out duties:		Work with GM organisms or biological agents that may pose a hazard to human health:	
Work involving risk of exposure to environmental or human pathogens (eg. in waste streams or soils):		Hazards which require health surveillance e.g. respiratory sensitisers (allergens, substances with risk phrase R42, wood dust etc) or loud noise:	
Driving vehicles on College business:		Food handling or preparation:	
Work at height (e.g. ladders, scaffolds etc.)		Work in confined spaces (e.g. sump rooms, etc.)	

Special requirements

All on-campus activities will adhere to the latest King's College London COVID-19 guidance, which can be found on these webpages.

General

All Student Content Creators/ Ambassadors are expected to adhere to King's policies and procedures. Successful Student Content Creators will be required to attend a compulsory unpaid information session on one of the following dates:
- 13 November 2024
- 14 November 2024
- 15 November 2024

After this, there will be another information session specifically for Student Content Creators that you are encouraged to attend, you will not be paid for this. A date will be confirmed with successful applicants in due course.

If you are a current Student Ambassador in one of the following roles and have already taken the compulsory information session, *please mark this on your application* as you may not be required to attend it again:
- Campus Tour Guide
- HELR
- Subject Ambassador

This role is flexible around your studies. The hours of work per week will vary depending on project requirements. There are no minimum hours required to work per week, however students are expected to work a minimum of 8 hours throughout the academic year.

International students will be required to work hours in line with their student visa if relevant.

Maximum number of hours you can work per week in term time is 20 hours.

Please note

This job description reflects the core activities of the role and as the College and the post-holder develop there will inevitably be changes in the emphasis of duties. It is expected that the post-holder recognise this and adopts a flexible approach to work and be willing to participate in unpaid training.
If changes to the job become significant, the job description should be reviewed formally by the post-holder and line manager. The Human Resources department should then be consulted as to the implications of the proposed changes.

September 2024

Person specification

Eligibility to work in the United Kingdom

All candidates will need to provide proof of eligibility to work in the UK and must comply with UKVI regulations on the number of working hours.

Criteria	ESSENTIAL	DESIRABLE	HOW IDENTIFIED AND ASSESSED AP Application
Knowledge/skills			
Ability to prioritise workload		*	AP
Good attention to detail	*		AP
Excellent verbal and written communication skills	*		AP
Confident and persuasive public speaker		*	AP
An eagerness to attract students to study at King's College London	*		AP
Video editing	*		AP
Experience			
Direct contact with students or young people		*	AP
Engagement in extra-curricular activities at King's or other opportunities in and around London		*	AP
Personal characteristics/other requirements			
Current student at King's College London	*		AP
Excellent Team Player	*		AP
Enthusiasm for Higher Education	*		AP
Willingness to work out of hours & occasionally travel for work as necessary	*		AP
Highly Organised	*		AP
A good eye for interesting and creative content	*		AP
Capable of working independently	*		AP