



STUDENT MEDIA & CONTENT CREATOR JOB DESCRIPTION

PAY RATE: National Minimum Wage

CONTRACT TYPE: Zero-hour contract ending 30th March 2026

Purpose of Role:

The Students' Union is seeking a creative and enthusiastic Student Media & Content Creator to support the promotion of SU activities, events, campaigns and services.

This role is ideal for a student who enjoys photography, videography and content creation and wants to gain practical experience in marketing and communications while studying. You will capture and share student life, producing engaging content for social media, websites and other SU platforms.

Key Responsibilities

- Capture high-quality photography and videography at SU events, activities and around campus.
- Film, edit and produce short form video content for social media and digital platforms (Instagram Reels, TikTok etc.)
- Take behind-the-scenes/ live coverage photos and videos of student activities and events.
- Create visual and written content for SU promotions and communications in a fun tone that resonates with students.
- Support content planning and scheduling, working with the Communications and Welsh Language Officer to ensure timely posts.
- Help maintain consistency across SU social media channels, adhering to brand guidelines.
- Write clear and engaging captions, copy and promotional text to accompany content.
- Collaborate with student officers, student groups and SU staff to generate creative content ideas.
- Monitor trends and student engagement, suggesting new ideas or content formats.
- Ensure all content meets copyright, consent and GDPR guidelines.
- Assist with basic graphic design tasks using Canva or similar tools.
- Represent the Students' Union positively and professionally at all times.

Person Specification

Essential

- Must be a current student at USW, preferably working towards a marketing, communications or media- related degree.
- Strong interest in photography, videography, and content creation.
- Confident using a smartphone or camera for filming and photography.
- Basic editing skills (e.g. Canva, CapCut, Adobe, or similar tools)
- Familiarity with social media platforms such as Instagram, TikTok, X, and Facebook.
- Strong communication and organisational skills.
- Ability to commit to 1 × 7-hour shift per week.
- Creative, reliable, and enthusiastic.

Desirable

- Experience creating content for a society, brand, or personal project.
- Knowledge of videography/photography techniques (lighting, framing, composition).
- Basic graphic design skills.
- Understanding of social media analytics and engagement metrics.
- Awareness of copyright, consent, and GDPR regulations.
- Experience supporting campaigns or events.