



Job Title: Student Content Creator

Unit/School: Marketing, Communications and Student Recruitment

Grade: 1A/B

HERA: MCSR38

Core purpose of role

Student Content Creators work with the Marketing, Communications and Student Recruitment department to create, and contribute to, content used across Cardiff Met's official social media channels and website. The role involves creating authentic content that shows prospective students what it's like to be a student at Cardiff Met. You will create helpful, informative, and engaging video content to inspire students to study at the University.

Key responsibilities and contributions

- Create and contribute to social media content, to show prospective students what it is like to live in Cardiff.
- Create and contribute to social media content, to show prospective students what it is like to study at Cardiff Metropolitan University and the opportunities available.
- Pitch and take on content ideas as directed by various teams within the Marketing, Communications and Student Recruitment department.
- Contribute to the filming and editing of social media short form video content, both in front of and behind the camera.
- Collaborate with other Student Content Creators, as well as staff and students across the University, to create a variety of well informed and engaging content.
- Become a brand ambassador and share your Cardiff Metropolitan University story through authentic content in a positive and engaging way.
- Attend meetings and training to discuss content plans and ideas and develop your content creation skills.
- Attend a variety of events on campus and externally to create content and showcase student life.
- Maintain a thorough knowledge of student life both at the University and in the city of Cardiff.



- Stay up-to-date with social media channels and trends to help inform content planning.

Person specification

Essential qualifications / Professional memberships

- N/A

Essential experience, knowledge and skills

1. Experience of producing creative and engaging social media video content, with an active knowledge of the main social media platforms used by prospective students.
2. Good knowledge of Cardiff Metropolitan University, and student life in the city of Cardiff.
3. An empathy and understanding of the questions prospective students might have when choosing, and coming to, a university.
4. Able to act as a positive and responsible role model, enthusing and motivating others, with a genuine interest in helping prospective students.
5. Able to work effectively as an individual and as part of a team and can contribute to collaborative projects where necessary.
6. Excellent time management and organisational skills, and an ability to work to schedules and deadlines.
7. Good interpersonal and communication skills, and able to behave in a professional and respectful manner.

Desirable

1. Knowledge of Welsh Culture and the role of the Welsh Language in Wales.
2. Experience using simple short form video content production equipment, such as tripods, microphones and ring lights.

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable
A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post requires does not require a DBS check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.