

## Vacancy: Social Media Content Creator

Come join us and make a difference to the lives of students! We're looking for a creative and organised Content Creator to assist our Communications Team and increase student engagement.

### Who are we?

Edinburgh Napier Students' Association (that's 'ENSA' to our friends) exists to enable students to make the most of their university experience. We do this by representing, supporting and developing Edinburgh Napier students to be successful in their studies; to try out new things; to engage in, and contribute to, university life; to be healthy and happy; to bring about positive change; and to have fun.

### About the post

The Social Media Content Creator will drive student engagement by creating informative, entertaining and thought-provoking digital content; promoting ENSA-supported events and campaigns, profiling student activities, capturing and sharing your student journey, and increase awareness of issues affecting students' lives and wellbeing.

**Contract:** Temporary contract for 9 weeks in Trimester 1, and 10 weeks in Trimester 2.

**Hours of Work:** 4 hours per week

**Pay:** £12.60 per hour

**Location:** Edinburgh Napier University's Merchiston Campus, with regular travel to the Sighthill and Craiglockhart campuses and occasional off-site travel;

**Reports to:** Marketing & Social Media Coordinator

**Start date:** This post will be available from October 2025.

**Eligibility:** You must have the *unrestricted* right to work in the UK at the time of application.

## **Description of Duties:**

1. Attend ENSA events, along with activities hosted by our clubs and societies, to create engaging video/photo content for a variety of media and channels
2. Monitor ENSA's sports clubs and societies' channels, as well as externals, for relevant upcoming activities
3. Create POV content themed around topics such as student wellbeing, making new friends, and coping with homesickness.
4. Observe all necessary protocols and instructions in relation to posts, including use of personal data, language, conflicts of interest, and election restrictions.
5. Work with the Student Co-Presidents and wider ENSA team to gather relevant content from across all areas of the organisation.
6. Keep up-to-date with best practice.

## Person Specification:

Criteria	Essential	Desirable
<b>Experience/Knowledge</b> <i>You should have:</i> <p>A qualification (or be working towards completing a qualification) in a relevant subject, such as marketing, communications, or digital media</p> <p>Demonstrable ability to create and develop content for digital communications channels</p> <p>An understanding of developments and changes in digital communications and social media</p> <p>Experience of building awareness and engagement with campaigns on local and national issues</p>	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>
<b>Skills</b> <i>You should be able to:</i> <p>Shoot photography and videography in a range of settings</p> <p>Work with a wide range of stakeholders</p> <p>Produce engaging content for a range of audiences</p> <p>Create and adhere to plans, schedules and strategies</p> <p>Meet deadlines, multi-task and work under pressure</p> <p>Work independently and take initiative while also being a team-player</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	

Be attentive to detail and strictly adhere to guidelines	✓	
<b>Attributes</b>		
<i>You will be:</i>		
Self-motivated with a 'can do' attitude	✓	
Collaborative and a good team-player	✓	
Flexible and resilient	✓	
A confident communicator able to engage proactively with a student population	✓	
Appreciative of cultural differences and have a strong commitment to diversity and inclusion.	✓	

## To Apply:

Submit your CV with a covering letter to [c.reid@napier.ac.uk](mailto:c.reid@napier.ac.uk) by **12 noon on Friday 3 October**.

Late applications will not be accepted.

Please also include some examples of your work, either as attached files or links to social media/online portfolio pages.

Interviews will be held at Merchiston Campus over the week commencing **Monday 6 October**.