



Title	Content Creator
Employer	British Universities & Colleges Sport (BUCS)
Directorate	Operations
Place of work	20-24 Kings Bench Street, London SE1 0QX
Hours	3 days a week
Employment Type	3-month part-time contract

JOB DESCRIPTION

Main purpose of role

The role will be responsible for supporting the Engagement team in all aspects of creative design and content creation with a focus on social media and broadcast. You will be responsible for the day-to-day management of BUCS social media channels, producing content which will resonate with a diverse audience.

Main duties and responsibilities

Content - Digital platforms

- Provide day-to-day management of BUCS social media channels, including BUCS Super Rugby. Channels include, but aren't limited to, Facebook, Instagram, Twitter and LinkedIn
- Monitoring user-generated content and repackaging for BUCS channels
- Create content for BUCS digital channels
- Design 'activation tiles' and newsfeed updates on the BUCS Play mobile app
- Provide day-to-day analysis of the performance of social media content
- Monitor social media accounts, replying to or forwarding queries to relevant staff
- Tracking alumni performance in the world of sport
- Serving student-facing updates and advertising on Instagram stories
- Executing commercial partners activations on social media

Graphic design and video creation

- Provide quality graphic design assets and short-form videos for the business, to be used across BUCS digital channels.
- Create and present new concepts to the Marketing Officer, and execute where appropriate

Other

- Develop relationships with all BUCS staff
- Keeping BUCS Play activation tiles and home screen relevant, informative and engaging
- Suggest innovative and creative ideas for future content creation
- Deliver digital marketing content at BUCS events
- Undertake duties as can be reasonably expected to ensure the smooth running of BUCS and in compliance with BUCS policies

The successful applicant will be required to use their own laptop. The laptop must support good function of:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro/Final Cut Pro X

This role may involve weekend and evening work as well as some overnight stays at BUCS events (all reasonable expenses will be reimbursed).

PERSON SPECIFICATION

Skills and experience

- Experience of creating and editing social-first video
- Understanding the nuances of each social media platform
- Knowledge of the Adobe design suite (Photoshop, Illustrator, InDesign)
- Skilled at video editing (Premiere Pro/Final Cut Pro X)
- Developing and managing digital content
- Ability to generate creative ideas for student-facing social content
- Excellent written and oral communication skills, with the ability to write effective social copy
- Excellent time management, planning and organisational skills
- Thorough knowledge of Microsoft operating systems

Desirable skills and knowledge

- Knowledge of Higher Education sport
- Knowledge of several different sports
- Practical experience of Adobe After Effects
- Experience shooting video and photo content and/or managing shoots
- Using social media tools such as Facebook Business Manager and Sprout Social

Other duties and responsibilities

- Undertake other administration tasks as appropriate.
- Undertake duties as can be reasonably expected to ensure the smooth running of BUCS operations.
- Carry out duties and responsibilities at all times in compliance with BUCS policies.

On a personal level, the candidate must have a positive 'can do' attitude; be comfortable working in a small team and rolling up their sleeves; have good interpersonal skills; and be committed and hardworking.