



Job Description - Digital Content Creator

About DUSA

Dundee University Students' Association (DUSA) is proud to be at the heart of one of Scotland's best universities, fulfilling the aspirations of the 18,000 students.

We create welcoming, safe and valued physical and virtual spaces for students to come together to socialise, be part of clubs and societies, learn, volunteer, work and access advice, guidance and welfare supports.

The city of Dundee is prospering, currently undergoing £1billion regeneration. We aim to mirror that progress and fulfil our ambitious plans to become a more diverse, greener and better connected place for all students at the University of Dundee. We have a passionate, dedicated team of staff and students committed to doing just that. As we embark on our new strategic plan, there has never been a more exciting time to be part of DUSA.

The Role

The Digital Content Creator at DUSA will play a key role in developing and delivering engaging and inspiring content across our range of digital channels.

Ensuring our digital presence supports and enhances our business offering and delivers our messages effectively, the role will support the Marketing and Communications Manager in shaping the digital content strategy.

This role requires someone who is creative and can identify, create, manage and deliver digital content using a range of techniques, across channels including websites, and social media.

The role will work across a range of projects in the organisation and therefore effective working relationships will need to be formed with various internal teams, external stakeholders and third-party suppliers.

The ideal candidate will be a motivated individual who is passionate about digital marketing and producing tangible results. The role would suit a digital marketer looking for a new varied challenge or is looking to take the next step up in their career. There will be opportunities to develop your current digital marketing skills and learn new ones.

The Person

As a Content Creator within the Communications & Marketing team at DUSA, you will develop new ideas, approaches and creative executions for use across our web and social platforms.

On a day-to-day basis, you'll work closely with the wider Marketing & Communications team, Student Executive and DUSA Leadership team to create content for a wide range of activities and experiences such as Freshers Week, DUSA's RAG Charity endeavours, and a multitude of campaigns.

Delivering quality visuals and content for DUSA will be your key responsibility, and you'll also work collaboratively with our in-house Marketing & Communications team to develop engaging social media content possible for both reactive and long-lead editorial calendars. As a social native, you'll be fully immersed in the latest social media trends across all channels.

With solid digital design and copywriting skills, you'll be able to flawlessly switch between producing content for different social media platforms – ensuring that every piece of content we produce is based on social insights, campaign needs and strategic pillars. From undertaking video shoots to presenting your creative thinking to the wider team, to editing videos and coming up with creative concepts, this is a truly varied role and the opportunity is there for you to really make it your own.

Due to the ever-evolving nature of social, you'll be impressing us with your ability to learn and share new content creation techniques while at the same time developing your own abilities by learning from colleagues across the organisation. The ideal candidate will;

- Have energy, enthusiasm and proven experience in producing digital content and digital best practice.
- Have sound experience of using Apple products and apps to create engaging content.
- Have knowledge and experience of running digital marketing campaigns.
- Have strong creative skills and a keen eye for detail.
- Have experience using web content management systems, preferably Wordpress.
- Have experience developing and managing social media campaigns across channels such as Twitter, Facebook, LinkedIn and Instagram, using tools like Buffer.
- Have experience of photography and creating/editing images, using packages such as Adobe Photoshop.
- Have experience of video production, including filming, editing (preferably using Final Cut Pro or similar) and delivering via channels such as YouTube.
- Have an understanding of digital analytics and metrics, their importance and the tools to monitor, manage and evaluate them, like Google Analytics.

- Be able to establish and maintain effective working relationships with other departments, members and suppliers.
- With support from the Marketing and Communications Manager, be able to deliver a range of concurrent projects.
- Have exceptional organisational and time management skills with the ability to prioritise and structure work schedules.
- Possess good written and oral communication skills.
- Have good proof-reading skills.

Culture

DUSA is a forward-thinking charitable organisation devoted to assisting those in need and providing appropriate and valued services and support to our members – an 18,000 diverse student population.

We are committed to creating an environment in which all staff, volunteers and members are supported to continuously develop their talents, skills and knowledge. Over the last year DUSA has invested in a Future Leaders Forum and Collaborative Leadership Programme, supporting staff and students to develop their skills, and capacity to lead collaboratively.

By collaborative leadership, we mean the process of engaging collective intelligence to deliver results across organisational boundaries. It is grounded in a belief that together we are smarter, more creative, and more competent than any of us individually, especially when it comes to addressing complex issues. Success depends on creating an environment of trust, mutual respect, and shared goals in which we can all contribute fully and openly to achieving. Collaborative leadership will ensure that our organisation is responsive and equipped to meet the changing requirements of our diverse student population.

As such, the right candidate must fit in with our cultural values which can be found within the application pack or on our [website](#).

Qualifications/Knowledge/Experience

- Educated to degree level, ideally in marketing or communications, graphic design, animation or similar.

Must have experience of and be competent in;

- Filming and editing video footage
- Creating content to publish across social platforms
- Creating marketing content
- Editing images
- Proficient in Adobe editing software, specifically film, audio and graphics packages.

Hours of work

The post is full-time 35 hours per week with the hours worked each week varied in line with organisational requirements. The role is remunerated at £23,500 per annum.

No additional payments or allowances and no contractual entitlement to overtime.