**Postgraduate International Digital Content Creator**

A unique opportunity to work with the University’s Postgraduate Marketing Team. You will be contributing to the production of digital content for our corporate website the Northumbria University student blog - the Hub, and multiple social channels.

Digital content may include blog articles, photography, video presenting, video editing, podcast creation, interviews with staff and students, live broadcasts on our social media platforms, and more.

Content and messaging may include sharing your experience as a Postgraduate student, ‘hints and tips’ for fitting postgraduate study around your life, advice on funding postgraduate study, reviewing events, creating videos showcasing the campus and interviewing other students and staff (in both English and successful candidates’ first languages where applicable).

The successful candidates will attend one or more training sessions to improve the following skills:

* **Video editing skills** – Adobe Creative Cloud experience preferred. (Premiere Pro for video editing and After Effects for animated videos).
* **Photography & videography skills** – Comfortable using DSLR & mirrorless cameras for photography and filming, basic image editing skills (Adobe Photoshop preferred).
* **Copywriting skills** – audience appropriate writing for the student blog and more corporate copy where required
* **Presentation & camera-facing skills** – Presenting live broadcasts, on-camera interviews & videos for The Hub etc.

Upload your CV along with a piece of original content you have created to the form below (under 'How to Apply'). The content can be written, video, design, photography, animation, music etc.

If you have any enquires please contact, Yazhu Wang, International Marketing Graduate Ambassador ([yazhu3.wang@northumbria.ac.uk](mailto:yazhu3.wang@northumbria.ac.uk)) before 5th October 2018.

Shortlisted applicants will be contacted during w/c 8th October 2018, and interviews are expected to take place w/c 15th October 2018. **Please note, successful candidates will be expected to attend initial mandatory training on Saturday 20th October.**

**Job Specification**

Job Title: International Digital Content Creator

Grade: Hourly rate (£8.18 / £8.67)

Employment Category: Casual

Hours: approximately 25 hours per month

Responsible to: International Marketing Graduate Ambassador

Location: Around the city & campus as required

**Purpose of Post:**

To assist the Postgraduate (PG) Marketing Team with generating digital content.

This will be used as part of the PG 2019 January and September recruitment campaigns, which includes the part-time and distance learning markets for UK, EU and international recruitment.

**Responsible for:**

Representing the institution in the capacity of a Digital Content Creator.

Attending monthly Digital Content Steering Group meetings to discuss, plan and generate new ideas.

Generating ideas for creative content to encourage prospective postgraduate students to find out more about studying at Northumbria, and support new postgraduate students as they begin their studies.

Writing, creating and executing agreed ideas to push out on the institution's user generated site or selected social media channels.

Writing reviews, documenting own experiences, attending regional events (on and off campus), interviewing other students and members of staff, creating vlogs, writing blogs, video editing, photography etc.

**Conditions of Employment:**

Successful candidates will be active members of the wider Postgraduate Marketing Team, and are expected to represent the University accordingly. As an employee, you will be subject to the procedures and policies applicable to all staff members including, but not limited to, Equality & Diversity, Health & Safety and Disciplinary Procedure.

Once working hours and article content have been agreed they should not be changed without prior agreement of the Postgraduate Marketing Team.

**Benefits of Employment:**

In addition to the financial rewards, the role offers an excellent opportunity to gain valuable and CV-enhancing work experience in a fast-moving Higher Education marketing environment. The successful candidates will be part of a busy marketing team, well respected in the HE sector for innovative and forward-thinking campaigns.

**Main duties:**

1. Represent Northumbria University

Provide a direct link between prospective applicants and the University's postgraduate programmes

Passionately represent the University and encourage and inspire students to apply for postgraduate study

Offer information and advice to prospective postgraduate applicants via social channels

Attend recruitment events (including Open Days) in the capacity of a Digital Content Creator, and chat with Open Day attendees as a representative for their course & faculty

Assist with other digital campaigns where applicable

1. Create digital content

Generate / brainstorm ideas for potential posts / articles to be created

Produce various format of content (for example but not limited to articles, short posts, videos, photographic, and audio content) for prospective postgraduate students and applicants to read as part of their research process for deciding which universities to apply to / accept

Create digital content to demonstrate Northumbria University postgraduate student life

Translate and rewrite existing content with target market’s language (for example but not limited to Chinese, Malay, Hindi, Tamil)

Research and produce effective online blogs, vlogs and reviews to engage with prospective PG students and applicants

Source information and monitoring important developments within the University and region for blogs, vlogs or review opportunities

Work collaboratively with other Digital Content Creators to create and maintain a digital content calendar with proposed content ideas

**Working relationships:**

Work closely with all members of the Postgraduate Marketing Team reporting directly to the International Marketing Graduate Ambassador

Liaise with other DCCs

Liaise with prospective postgraduate students and Northumbria applicants

Liaise with current Northumbria international students

Liaise with academics

Liaise with Admissions and Student Recruitment teams when required

Liaise with wider Marketing department when required

**Location:**

Based on campus and around the city as required.

**Payment:**

You will be paid on a monthly basis on submission of a Casual Claim Form, which you must complete and submit to the International Marketing Graduate Ambassador by the 1st of each month. This form will be authorised and then be sent to Payroll. If this form is not submitted, or submitted late, this may result in a delay to your payment being made.

**Working Hours:**

Approximately 25 hours per month, over an 11-month period starting from the date of appointment.

Working hours will be flexible according to successful candidates’ term timetable and their own capacity.