



The Student Content Creator Programme aims to recruit a group of student creators from across the University to produce engaging, authentic, student-led content.

Student Content Creators will play a key role in supporting the University's social media presence, particularly on TikTok, by producing relatable peer-to-peer content that aligns with brand guidelines and wider campaign priorities.

Although this role does not guarantee a set number of hours, the role offers highly valuable and varied work experience to enhance your CV.

Key Responsibilities OR What's involved

- Creating, filming and editing short-form video content such as TikToks and Instagram Reels
- Capturing on-campus videography
- On-camera presenter roles
- Recording voiceovers and creating subtitles for video content
- Contributing ideas and participating in creative content planning sessions
- Creating graphics, filters, GIFs etc for use on social

Rate of Pay £12.71 p.h. Hours. There are no set hours. Hours will vary month to month based on opportunities available and the role is designed to be flexible around your studies.

Person Specification

- You need to be a current RGU Student for this role.
- Are creative and enthusiastic about digital content creation
- Are active users of social media platforms, particularly TikTok and Instagram
- Feel comfortable filming, presenting, or appearing on camera (or supporting behind the scenes)
- Have an interest in storytelling and sharing authentic student experiences
- Can work collaboratively and respond to creative direction
- Have great time-management and organisational skills.
- Are reliable and able to contribute content regularly throughout the programme
- Passionate about RGU and the city of Aberdeen

Benefits

- Hands-on experience in social media and content creation
- Opportunity to build a creative portfolio
- Experience collaborating with a professional marketing team
- Increased visibility across the University's social platforms
- Development of digital storytelling and media skills

