

**Content Assistant**

<b>Service:</b>	Marketing
<b>Job Title:</b>	M32 – GR04 - Content Assistant
<b>Department/Subject:</b>	Marketing Service
<b>Salary:</b>	Grade 4
<b>Hours of work:</b>	Full time – 35 hours per week
<b>Contract:</b>	Permanent
<b>Location:</b>	TBC

<b>Introduction</b>	To deliver its sustainable top 30 ambition Swansea University needs a workforce with the differentiated skills necessary to ensure that it can deliver excellence in research, teaching, learning, and the wider student experience, and to be a powerhouse for the regional economy and internationally
<b>Background information</b>	<p>The University’s Marketing Service is part of the MRI Directorate and is responsible for:</p> <ul style="list-style-type: none"> <li>• Delivering marketing outputs which are aligned to the university’s strategic goals and values</li> <li>• Committed to consistently delivering results-driven, quality campaigns, content, digital, brand and creative production solutions which enhance the reputation of Swansea University</li> <li>• Showcasing the excellence, diversity and impact of the University's activities.</li> </ul> <p>This role requires a highly organised, proactive approach to assist in the creation and curation of content for a range of digital channels. The role will assist with telling the Swansea Story via digital channels such as social media working with various departments, creating social media posts and monitoring interactions and engagements.</p>
<b>Main Purpose of Post</b>	<ol style="list-style-type: none"> <li>1. Assist the content team with the management of the University’s primary owned social media channels with a particular focus on increasing audiences on TikTok and Instagram.</li> <li>2. Assist in the creation of a range of different content to represent what student life is like at Swansea University including Instagram Reels, TikToks, video content and photography.</li> <li>3. Work with the Student Union and other departments across the university to build a calendar of events which can be covered to create digital content such as but not limited to Open Days, Varsity, Graduation, Freshers, Swansea Science Festival, R&amp;I Awards.</li> <li>4. Assist the Content team with upcoming campaign development.</li> <li>5. Assist the Content team in delivering the content schedule for social media channels.</li> <li>6. Review analytics of primary social media channels regularly to Marketing Officers</li> <li>7. Assist the Creative Production team with basic editing for channel ready content to be published</li> <li>8. Ensure the Welsh Language is embedded in all activity and is at a minimum compliant with the Welsh Language Standards</li> <li>9. Provide operational support throughout Confirmation and Clearing period as directed by line manager</li> <li>10. Provide operational support for key recruitment events such as Open Days, external fairs as directed by line manager</li> <li>11. Work closely with all other areas within the Marketing Service</li> <li>12. Act as an agile member of the Marketing Service as when directed by the Head of Marketing due to operational and business needs</li> </ol>

	<p>13. Provide professional, efficient, customer-focused service ensuring marketing outcomes are delivered on time, to the agreed service level</p> <p>14. Seeking, acting on and providing feedback to improve as a professional, taking responsibility for own CPD.</p> <p>As a high performing Directorate that is constantly improving and all members of staff are expected to engage in alternative roles in other areas of Marketing, Recruitment and International or the wider University, for personal and professional growth or where it may be operationally required.</p>
<p><b>General Duties</b></p>	<ul style="list-style-type: none"> <li>• To fully engage with the University’s Performance Enabling and Welsh language policies</li> <li>• To promote equality and diversity in working practices and to maintain positive working relationships.</li> <li>• To lead on the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture.</li> <li>• Any other duties as directed by the Faculty/Department/Service Area</li> <li>• To ensure that risk management is an integral part of your day to day activities to ensure working practices are compliant with the University's Risk Management Policy.</li> </ul>
<p><b>Professional Services Values</b></p>	<p>All Professional Services areas at Swansea University operate to a defined set of Core Values - <a href="#">Professional Services Values</a> and it is an expectation that everyone is able to demonstrate a commitment to these values from the point of application through to the day to day delivery of their roles. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.</p> <p><b>We are Professional</b> We take pride in applying our knowledge, skills, creativity, integrity and judgement to deliver innovative, effective, efficient services and solutions of excellent quality</p> <p><b>We Work Together</b> We take pride in working in a proactive, collaborative environment of equality, trust, respect, co-operation and challenge to deliver services that strive to exceed the needs and expectations of customers.</p> <p><b>We Care</b> We take responsibility for listening, understanding and responding flexibly to our students, colleagues, external partners and the public so that every contact they have with us is a personalised and positive experience.</p> <p>Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.</p>
<p><b>Person Specification</b></p>	<p><b><u>Essential Criteria:</u></b></p> <p><b>Values:</b></p> <ol style="list-style-type: none"> <li>1. Demonstrable evidence of taking pride in delivering professional services and solutions</li> <li>2. Ability to work together in an environment of equality, trust and respect to deliver services that strive to exceed the needs and expectations of customers</li> <li>3. Demonstrable evidence of providing a caring approach to all of your customers ensuring a personalised and positive experience</li> </ol> <p><b>Qualifications:</b></p> <ol style="list-style-type: none"> <li>4. GCSE qualification and/or relevant work experience</li> </ol> <p><b>Experience:</b></p>

- Demonstrable delivery of excellence in customer service.
- Experience of producing reports demonstrating planning and review of activity
- Experience of using smart phones or cameras to produce video content

**Knowledge & Skills:**

- Understanding of key social media channels, particularly Facebook, Instagram, and TikTok
- Communication skills both written and oral
- Team player and a commitment to working with others.
- Self-driven with strong organisational skills
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**Desirable Criteria:**

- Experience of working within in the Higher Education sector or studying at Swansea University
- Experience of creating digital content
- Welsh speaker
- Experience of working as or with Student Ambassadors

**Additional  
Information**

