**THE UNIVERSITY OF HUDDERSFIELD - JOB DESCRIPTION**

**Job Title:** Social Media Rep

**Responsible to:** Social Media and Content officer(s) - Julie Tickner, Lewis Andrews & Claire Earley

**Main Objectives:**

* To promote the University to prospective students by sharing your experiences through blog and vlog content, photography, and social media. It is a varied role, and you can choose to focus on certain aspects of it over others.
* To share your experience of University and student life with prospective students who are looking to undertake a bachelor’s degree (BSc,BA etc). This may include creating content for social media, writing blogs, filming vlogs, being involved in filming projects, chatting with students on Unibuddy or engaging with students on The Student Room forum.
* To represent the University in a positive manner and provide an authentic account of your experience at the University.

**Main Duties and Responsibilities:**

1. To create content for social media including Instagram Story posts and reels, blogs and vlogs, working with the Social Media and Content officers.
2. To suggest ideas for content for social media, including blog and vlog topics.
3. To be involved in activities for the Marketing Team including writing copy for the Undergraduate prospectus or occasional filming projects.
4. To answer prospective students’ questions on Unibuddy and/or The Student Room depending on the role you take as a social media rep.
5. Promote a positive image of the University at all times.
6. Any other duties pertinent to the grade of the post that might be requested at any time.
7. Complete mandatory training as part of the scheme training programme.

Please note you may not undertake all of the duties listed above, this will be dependent on the needs of the School or Service at the time.