

SU Content & Engagement Assistant

Job Title: SU Content & Engagement Assistant

Career (R&R) Level: Student Staff

Department: Students' Union

Reporting to: Communications & Marketing Coordinator

Location: Birmingham, London, Manchester or Leeds

Direct Reports: None

Overview & Job Description:

ULaw SU is looking to enhance the way it communicates with students through our social media channels and wants to put students front and centre.

We are excited to announce a new opportunity for a small group of enthusiastic students to join our Communications and Marketing team!

Content and Engagement Assistants will represent the SU's eyes and ears online and on campus, capturing key moments of life at ULaw. Their primary purpose is to monitor trends, capture content and act as social ambassadors for our brand to the wider student population.

Responsibilities include:

- Attending training, and collaborating on your content style/ideas based on current trends.
- Creating a variety of video content, featuring yourself, and a diverse range of peers and faculty to highlight a series of key aims for the SU.
- Capturing live footage and photography at a variety of student events and activities.
- Publishing content on our various platforms: [SU website](#), [Facebook](#), [Instagram](#), [YouTube](#), and a potential new TikTok account.

Additional Opportunities

- Students with video editing and graphic design skills might be offered additional hours to speed up our processing capacity.
- Occasional opportunities to support administrative tasks related to the role such as bulk scheduling or photo editing may be offered.
- Occasional opportunities to support administrative tasks for the wider SU team may also be offered from time to time.

Successful Content & Engagement Assistants will build on a variety of skills which will serve

them well in any future career where branding, public relations and communications are key.

This opportunity allows a flexible environment to grow your confidence in front of, and behind

the camera, all within a team of like-minded students and staff.

Who can apply?

Applications are open to all current students who will be available between October 2026 and April 2027. Students from all backgrounds are encouraged to apply. Initially, we aim to recruit one student each from the North, Mid and South (e.g. Manchester or Leeds, Birmingham, and London). Students from other campuses, including ULaw Online are welcome to apply, but will be expected to carry out the role in person at one of these locations.

Whilst we accept applications from all students, you must be based in the UK to be paid while undertaking this role. We would consider non-UK based students interested in volunteering in this role on a case-by-case basis.

What is the likely time commitment?

This is a flexible opportunity, and the SU is open to applications from students interested in a variety of time commitments.

- Initial allocations will be around 4 hours a week.
- Hours are allocated from October-December, and from February-April. We generally avoid January and May as we know these are peak assessment periods, although work will likely be available if wanted.
- Additional hours will be available to students demonstrating high quality and consistent content creation, as well as to those seeking additional administrative responsibilities.

Examples of work we would hope to see from 1 hour include:

- Attending training, and meeting members of the SU team to develop your content style and understanding of the aims.
- Creating good quality raw content for 3 short form content pieces of 30-60 seconds each. This should allow for roughly 15 minutes of planning and prep, 30 minutes of content capture, and 15 minutes of uploading.
- Create and edit a good quality long form video (3 minutes+) following a designated theme or story board. This should include planning and prep time, filming and basic editing, along with uploading the final content.
- Attending SU organised events or activities to share live footage, capture photos and film.

Is the position paid?

Yes, students are paid hourly at the standard living wage rate. As of August 2026, this is £12.71 for students outside of London, and £14.80 for students in London.

Where is the work carried out?

All training and supporting meetings will be held virtually via MS teams.

Each role will be based at either a campus in London, Birmingham, and Manchester or Leeds. Students from other campuses, including ULaw Online are welcome to apply, but will be expected to carry out the role in person at one of these locations.

Filming on location is an essential element of the role, however other responsibilities such as planning or editing can be completed anywhere.

Do I need my own Equipment?

Most of the content we would expect to be produced can be captured on your own standard smartphone. We can also provide additional equipment or budget when necessary, including filming packs containing a tripod, microphones and lens wipes, and small engagement giveaways like sweets or SU keyrings / ULaw Merch. We will also provide standardised temporary privacy notices of filming taking place/consent forms for participants in the content you capture.

Examples of projects

Below are some examples of the types of content you would be expected to create. This is not an exhaustive list, and we are interested to hear from you about your individual style and ideas.

- **Strategic Updates-** The SU wants to regularly promote our work in different areas. You will be provided with a brief to highlight one of these key areas of work, and asked to relay the information in your own style.
- **Vox Pops-** You will attend campus or organise online meetings to pose topical questions or quizzes to students and staff, encouraging genuine responses.
- **Event Highlights -** You will attend a student organised event and provide a live walkabout during the peak moments, encouraging interactive engagement with attendees on camera. Photos and film clips should be taken and uploaded for editing.

And much more....

What to do next

If this sounds like you'd be a perfect fit for the role, a short application window will open from **24th August until 11th September at Midday**. You can save and edit your application during this window, but please make sure to submit it before the deadline as the form closes automatically and partial applications cannot be accepted.

As part of the application we will ask:

- What about this role attracts you, and why?
- Provide **examples** of how you meet the skills, knowledge, and behaviours required, as **listed in the person specification (pages 6-7)**.
- **Create a video no longer than 60 seconds** highlighting one key subject relevant to ULaw Students to showcase your personality and style.
 - The video should act as a brief introduction and could include your name, campus, and course.
 - Subjects could be anything you think is important, for example highlighting access to the SU Advice service or taking part in a student group.
 - Files should be uploaded via the form and are limited to 1GB in size.

Application form: <https://forms.cloud.microsoft/e/YTAkhQ8RaV>

Shortlisted applicants will be invited to a short interview on the week commencing 14th September. The shortlist will be chosen on the strength of the answers provided alongside the quality of the video submission.

Successful applicants will be invited to attend a further training and induction session on the week commencing 21st September.

If you have any further questions, please email su-communications@law.ac.uk.

The Person Specification is available on the following page.

Person Specification

Use this section to understand if you're suitable for the role and support answers for your application.

We recommend **listing specific examples** of how you have demonstrated or developed each skill, area of knowledge and behaviour.

Skills and knowledge

Essential	Desirable
Undertaking study at The University of Law on a course ending no earlier than 30th April 2027 Excellent verbal and written communication skills Good knowledge of student focussed social media trends Good technical skills to capture film and photography on mobile devices Good organisational and time-keeping skills Ability to work alone and as part of a team Ability to use your own initiative and be proactive and engaged	Knowledge of basic video editing for social media Understanding of creating accessible content Understanding of data protection, privacy, safeguarding and relevant professional boundaries

Behavioural skills

Essential	Desirable
Confident and friendly personality with no hesitation to appear on camera	Ability to work flexibly as part of a dynamic team

Confident in engaging with general members of the student body and faculty

Reliable and punctual

Be enthusiastic to share the SU's goals of being there for students, providing community and making change

Be willing to learn new skills/behaviours

Happy to use and keep secure any personal devices such as mobile phones or cameras to capture content