

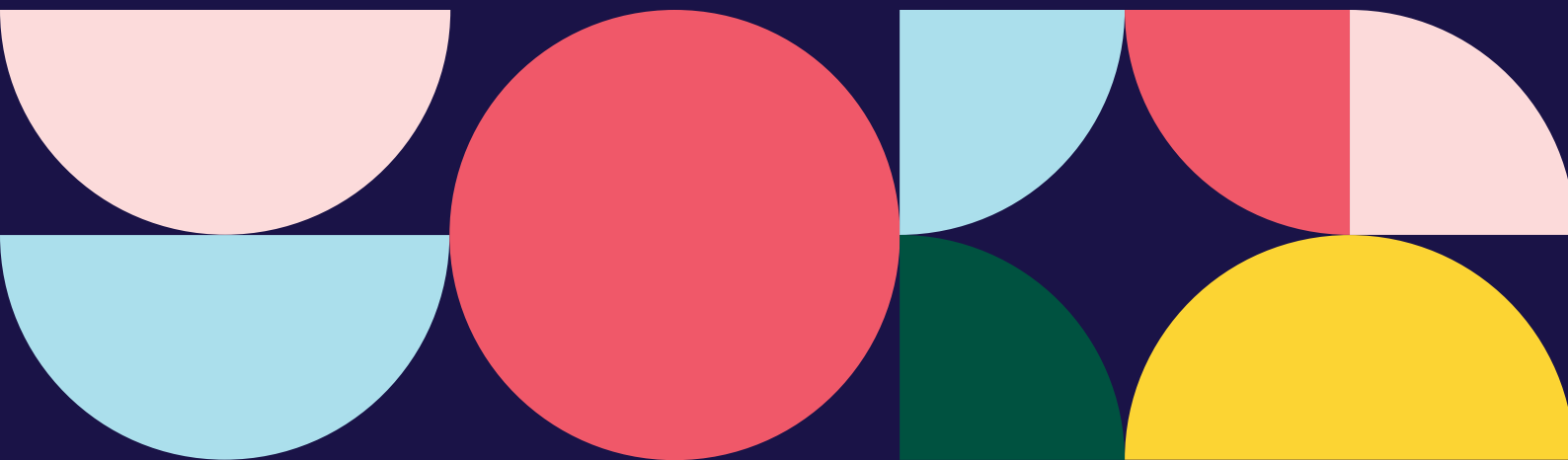
We're Hiring!

Information for Applicants

Social Media Assistant (student staff)



Bristol SU





Welcome

We're looking for current students to join the Bristol SU for occasional work on a casual basis, and we're really excited that you're interested in coming to work at Bristol Students' Union, we'd love to hear from you!

Part business, part charity, part membership body – Bristol SU is a seriously fun place to work. Our professional staff do something extraordinary every day: we support student leaders to give people a voice in their education, help people get the most out of their student experience and make the change they want in the world. No wonder 93% of our employees would recommend us as a great place to work.

About Us

The University of Bristol Students' Union is a membership organisation democratically led by students, for students. We represent over 26,000 student members and work to make sure that you get the best from time at university by providing over 400 clubs, societies and networks, offering free support services and academic advice and representing students on the issues that matter to you.

Our vision: The best student life

Students drive and are at the heart of everything we do:

- We are the collective voice of University of Bristol students
- We support activities, so students can try new things and develop skills
- We advise, support and empower students to make change
- We are a vibrant social hub
- We provide quality services for the benefit of students





Working at Bristol SU

This is a great opportunity to build experience alongside your studies and develop your portfolio. Our Student Staff roles here at the SU are all flexible and shifts are allocated based on the needs of the organisation and your own availability to work, so will fit perfectly around your studies!

We are a Living Wage accredited organisation. We offer the flexibility for work-study balance. What's more, you will get 20 days of paid annual leave plus 8 bank holidays, pro-rata depending on your hours worked. Also, if you're eligible you can opt-in to our contributory pension scheme. Working at Bristol SU will give you access to a range of opportunities including the chance to shadow members of staff to learn more about what they do as well as training opportunities.

Bristol SU has been recognised through numerous accreditations and awards including Investors in People, Investors in Diversity, the Workplace Wellbeing Charter and more. No wonder 91% of our staff feel we have strong values and ethics!

Diversity & Inclusion

"Be yourself, be proud of the work you do and build a career in a place that knows that different is good."

Diversity and Inclusion at Bristol SU

Equality, diversity and inclusion are central to life at Bristol SU. We approach our work with positivity and celebrate our diverse and unique communities. Our people are proud of our values and care about creating diverse and supportive communities that are inclusive of age, disability, gender identity, race, religion, sexual orientation and experience.





Bristol SU strives to have an inclusive culture and an environment for all, underpinned by respect and compassion, where everyone feels welcomed, included, supported, valued and safe. We are committed to taking affirmative action to expand the diversity of our staff team by offering two guaranteed interview schemes. These are for people of colour and for disabled people.

Guaranteed Interview Scheme for People of Colour

We recognise that candidates that are people of colour may face additional barriers throughout their careers and when applying for new roles across the sector. We are committed to taking positive action to expand the diversity of our staff team by offering a guaranteed interview scheme for people of colour.

It is important to note that this scheme guarantees an interview for people of colour who meet the minimum criteria (at least 80% of the 'essential' criteria in the person specification) and tell us that they'd like to be considered under the scheme. The selection decision at interview will be based on the most suitable candidate, regardless of any protected characteristic.

It is important to note that there may be occasions where it is not practicable, or appropriate, to interview all candidates who have selected to be included within a guaranteed interview scheme who meet the minimum criteria for the job. In certain recruitment situations such as high-volume, seasonal and high-peak times, we may limit the overall numbers of interviews offered to all candidates - including those applying within our guaranteed interview schemes. In these circumstances we will select a minimum of two candidates from the scheme who best meet the minimum criteria for the job, rather than all of those that meet the minimum criteria.



Diversity & Inclusion

Guaranteed Interview Scheme for Disabled People

Bristol SU is proud to be accredited as a Level 1 [Disability Confident Employer](#) making a commitment to the recruitment, development and retention of disabled staff. We recognise that disabled candidates may face additional barriers throughout their careers and when applying for new roles across the sector, and we are committed to taking positive action to expand the diversity of our staff team.

It is important to note that this scheme guarantees an interview for disabled people who meet the minimum criteria (at least 80% of the 'essential' criteria in the person specification) and tell us that they'd like to be considered under the scheme. The selection decision at interview will be based on the most suitable candidate, regardless of any protected characteristic.

It is important to note that there may be occasions where it is not practicable, or appropriate, to interview all candidates who have selected to be included within a guaranteed interview scheme who meet the minimum criteria for the job. In certain recruitment situations such as high-volume, seasonal and high-peak times, we may limit the overall numbers of interviews offered to all candidates - including those applying within our guaranteed interview schemes. In these circumstances we will select a minimum of two candidates from the scheme who best meet the minimum criteria for the job, rather than all of those that meet the minimum criteria.

Awards

We have appeared in the Inclusive Companies top 100 list, and have won a number of awards for our commitment to diversity, including best Students' Union. We also won a Third Sector Excellence Award at the 2018 Investors in People Awards.



About the Role

Social Media Assistant – Role Profile

Job Role	Social Media Assistant
Working Hours	Zero-hours contract with 6 guaranteed hours per working week. Occasional weekend work.
Salary Range	£13.45 plus holiday pay
Contract	Fixed Term until June 2027
Reports to	Senior Marketing Executive

Purpose of the Role

To support the Marketing Team in planning, creating and delivering engaging, student-focused social media content across Bristol SU's TikTok and Instagram channels. The role will focus on video and trend-led content, helping to increase engagement, maintain active and up-to-date platforms, and produce both organic and paid-partnership content that connects with the student audience.

Main Duties and Responsibilities

- Responsible for planning and creating organic social media content for the Bristol SU TikTok and Instagram with a focus on video and trend-led content.
- Responsible for the creation of paid-partnership content, working with local and national businesses to create student-led promotional content for Instagram and TikTok.
- Social media coverage of SU events and outreach when required.
- Supporting our Senior Digital Marketing Executive in the creation of paid ad campaigns on Meta and Snapchat.
- Being our primary trend-researcher, responsible for pitching and creating SU spins on current social media trends.
- Working directly with the Full-Time Officer Team to make sure our student representatives are the stars of our socials!



About You

Student Staff – Person Specification

Key E = Essential criteria
A = Assessed in the application form
D = Desirable criteria
I = Assessed at interview

	Priority	Assessed
Knowledge & Experience		
Demonstrable experience of social media content creation, ideally for an organisation, company or student group.	E	A / I
A strong understanding of student needs and how the Students' Union serve these.	E	I
A passion for social media, trends and content creation.	E	A / I
An understanding of the Students' Union democratic and representative structures.	D	I
Experience in using equipment (e.g. stabilisers and microphones) to improve content quality.	D	A
Experience in producing live social media content at an event.	D	A
Experience in planning and scheduling content using a content calendar and scheduling tools.	D	I
Skills & Abilities		
Proficient in editing social media videos using platforms like CapCut and Reels.	E	A / I
Good working knowledge of Canva to create branded social media infographics.	D	A
Confident in both being on camera and approaching students to get involved with content.	E	A
Ability to do more complex video edits, using effects and techniques to fit current trends.	D	A / I
Confident communicator, able to work well in a busy, fast-moving professional team	E	I
Values & Behaviours		
A demonstrable commitment to our organisation's values	E	I
A commitment to and understanding of equality, diversity and inclusion	E	I
Comfortable working in a democratic, student-led environment with the ability to empower and build effective relationships with elected officers	E	I

If you think you have what it takes to be our next <ROLE>, but aren't sure you meet every point on the person specification, please still get in touch with the recruiting manager. We'd love to have a chat and see if you could help us to achieve great things for our SU and its members.



How to Apply

The closing date for applications is Monday 15 June, 9am

Application Timeline

- Closing Date: Monday 15 June, 9am
- Shortlisting: w/c 15 June
- First Stage Interviews: Friday 26 June (TBC)

To apply, please submit your application via our online recruitment portal, accessible via the jobs page on our website.

You will need to provide an up-to-date copy of your CV, and answer the following questions:

1. Please could you briefly pitch one piece of Instagram content that could be published on our channels in early September, aimed at incoming University of Bristol students who are getting prepared to move to Bristol and start university.
2. Briefly outline your experience of social media content creation and why you are applying for this role.

Remember you don't have to have work experience to have the skills or knowledge to do a great job. We are interested in your potential, so encourage you to use examples from outside of work too when answering the questions.

We recommend that you prepare your answers in advance in a separate document where possible, to avoid losing your responses before you submit them in the portal.

Please do not use AI throughout the recruitment process. We want to hear from you in your own words. Please note that use of any software or tools to aid disabled people such as speech to text aids are welcomed.

Please note:

- We will contact you to let you know the outcome of your application.
- You must be able to provide proof of your right to work in the UK - and you must provide this proof before starting work with us.
- Applications received after the above closing date will not be considered.

Informal enquiries:

For an informal chat and to find out more about the role, please contact the recruiting manager:
maddy.cross@bristol.ac.uk

Impostor Syndrome

Impostor syndrome is the overwhelming feeling that you don't deserve your success. It can convince us that we are not as intelligent, creative or talented as we may seem. It often strikes when applying for a job, and has long been thought to disproportionately affect women and people from marginalised backgrounds. If you recognise feelings of imposter syndrome during your job search, [you'll find some useful tips to help overcome it here.](#)



