

## Student Sport Assistant – Digital Content

<b>Organisation:</b>	Strathclyde Students' Union	<b>Department:</b>	Sports Union
<b>Reports to:</b>	Sports Union Coordinator	<b>Contract:</b>	Term-time (Sep-21 to Mar-22)
<b>Hours:</b>	Approx. 7 hours per week	<b>Pay:</b>	£9.50 per hour (living wage)

### Job Purpose

Assist the Sports Union office by planning, creating and curating audience engaging content for our social media and digital platforms to raise the profile of student sport across the University of Strathclyde and support our campus partners Strathclyde Sport with their own activations.

### Main Responsibilities

1. Assist the Sports President to plan a weekly content schedule across Sports Union digital platforms which currently include Facebook, Twitter, Instagram, website and newsletter.
2. Curate social media content for digital platforms by keeping up to date with sports clubs and student trends at the University of Strathclyde and apply them to the content schedule.
3. Create a range of visual content in varying sizes and formats relevant for social media platforms, such as video, photo and infographics.
4. Assist the Strathclyde Sport Communications Manager to create content designed to promote the facility and its resources, specifically the fitness suite and gym classes.
5. Collaborate with sports clubs and other social media accounts (most notably Strathclyde Sport and Strath Union) to extend the reach of student sport content on digital platforms.
6. Produce analysis of social media campaigns, monitoring their performance and identify areas for improvement.
7. Write and publish articles for the Sports Union website on a regular basis, producing own content including text, explainers, analysis and features to inform and engage audiences.
8. Undertake any other tasks relating to Sports Union business that may from time-to-time be reasonably requested.

### Planning & Organising

- Communicate regularly with line manager (weekly) to agree priorities and find better ways of working, but planning and prioritising own work activities on a daily basis.
- Remain flexible to unexpected events and work hours, including evening and weekend working often at short notice.
- Role involves independent working, creative tasks and networking across the student sport community.



Strathclyde  
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## Relationships

- Internal: Sports President (supervisor), Sports Union Coordinator (line manager), other Sports Union staff, Sports Club committee members
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- External: Strathclyde Sport Communications Manager (supervisor) Strath Union staff (Marketing & Communications team)
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## Person Specification

A candidate must meet all essential criteria to be considered for shortlisting:

### Essential

- Current University of Strathclyde student (UG/PG)
- Experience of producing social media in a sport environment (e.g., sports club)
- Applied experience of graphic design and editing software, such as Canva or Adobe
- Excellent communication, interpersonal and relationship management skills
- Enthusiastic, dynamic person with a passion for social media
- Proven ability to work independently on tasks and use own initiative
- Self-motivated, attention to detail and committed to excellence
- Ability and willingness to have flexible working hours

### Desirable

- Interest in, and knowledge of student sport, especially UoS
- Experience of engaging with volunteers in a comparable environment
- Experience in creating or editing video content for YouTube or equivalent

## Job Context & Special Features

Students' Unions are a specialist area where the Student Executive Committee are elected annually.

The postholder will be a member of the student staff team and will be expected to portray a positive image of the Union and Sports Union and set high standards of personal integrity and professionalism, leading by example to other students.

## Other Information

The normal working week is 7 hours with opportunity for additional hours during busy periods. Working hours will vary between 9am to 5pm, Monday to Friday scheduled in consultation with the line manager. Evening and weekend working outside normal office hours may be required to meet organisational needs.

We value diversity and welcome applications from all sections of the community.

## Application Procedure

Applicants should submit a CV and cover letter on BreatheHR recruitment system by the prescribed deadline.

For informal enquiries about the role, please contact Kirsty Bannatyne (Sports President) on [strathunion.vpsport@strath.ac.uk](mailto:strathunion.vpsport@strath.ac.uk).