

Role Profile



TOTUM Student Content Creator

Reports to: Social Team

Line manages: N/a

Background Information: [OneVoice Digital](#) is an exciting company formed by two organisations, [Arrk](#) and [NUS](#). OneVoice Digital's aim is to support membership organisations build engaging communities of common interest online. OneVoice Digital delivers TOTUM:

TOTUM is the new name for the NUS extra student discount card and provides students and apprentices with fantastic student discounts, offers and vouchers on your everyday essentials, must-have gear and luxury items. It also provides a portal to campus life and provides PASS accredited proof of age. With a free TOTUM app, and some paid-for benefits such as ISIC and PASS ID, TOTUM puts all the best UK student discounts right where you want them – in your pocket. And TOTUM is the only student discount platform approved by the National Union of Students (NUS), with SOS-UK (Students Organising for Sustainability) as its charity partner.

Job purpose: OneVoice digital also provide a membership platform to colleges and students' unions to support their reach and ability to engage students, which is of particular importance during the coronavirus pandemic, to support the student experience in college and university.

This role exists to engage and grow our social media audience across various platforms with a focus on Instagram and TikTok. Working closely with the Social Team the Content Creator will create engaging, relevant, short form videos from concept through to delivery. Must be enthusiastic and reactive to social trends as well as real-world current events and have a thorough understanding of what makes good social content. Must be confident both on and behind camera and will be happy to take creative direction and feedback, and further their knowledge and understanding of the social media industry.

Key Responsibilities

1. To provide a regular flow of video content for the TOTUM social channels.
2. To keep up with and highlight emerging trends and react to them.
3. To work closely with the social team to generate ideas on a weekly basis.
4. Ability to work to TOTUM brand guidelines and standards.

Specific Duties and Activities

5. To film and edit at least one video a week to be posted on TOTUM social channels

6. To liaise with the TOTUM social team to generate agreed ideas relevant to current trends.		
7. To build a healthy working relationship with the social team and to establish work flow procedures		
8. To meet deadlines as set out by the social team including any amends or feedback.		
Shared Duties and Activities		
9. To develop and maintain good relationships with internal and external contacts including (but not exclusively): line managers, staff and potential collaborators		
10. To undertake any other reasonable duties or projects as required by your Line Manager.		
11. Ethical Digital is important to OneVoice Digital. All staff and volunteers are expected to go about their roles in a resource efficient manner, in keeping with our ethical digital values.		
12. Be committed to, and champion, OneVoice Digital's shared cultural values, aims and mission.		
Qualifications	Essential	Desirable
Educated to 'A' level standard or equivalent.		X
GCSE or equivalent, Maths and English, grade C / 4 or above	X	
Experience	Essential	Desirable
Relevant experience of content creation	X	
Use of personal social media	X	
Knowledge	Essential	Desirable
Broad knowledge of video editing	X	
Understanding of audience engagement		X
Knowledge of growing a social media audience		X
Skills	Essential	Desirable
Develops and maintains excellent relationships with co-workers	X	
Resilient, credible and able to gain trust to positively influence relationships	X	
Excellent communications skills with an enthusiastic attitude	X	
Excellent IT skills including thorough knowledge of social platforms	X	
Excellent time management, organisation and prioritisation.	X	
Ability to achieve a high level of outputs and manage workload		X
Highly motivated, energetic and enthusiastic.	X	

Interest in widening knowledge of social media	X	
Attitudes	Essential	Desirable
Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity.	X	
Commitment to excellent standards	X	
Flexible working attitude		X

Summary of terms

- This is a freelance position - paid at [Living Wage Rates](#) (irrespective of age) Currently £8.91)
- Normal place of work: Homeworking
- Working pattern: As required
- Travel requirements: Travel may form part of the role, but this is not known at present due to the ongoing coronavirus pandemic. Any travel would be in line with government guidance at the time.

To apply please send a CV and example of work to evangelina.gomez@onevoicedigital.com