

Role Descriptor

Role Title:	Social Media Content Creator
Point of Contact:	Kath Woods-Townsend
Email address:	Kwt1b06@soton.ac.uk
Salary:	£12.63 per hour (Level 2a, spinal pt 13)
Work Pattern (term time only):	3 hours per week, availability on Friday afternoons and during school/college holidays
Work location:	various
Typical contract/project length:	12 weeks
Review of Role:	6 months

Summary

LifeLab was established to help improve the choices young people make about their own health that will have lifelong impact for themselves and their children. The approach has always been to enable young people to make those choices for themselves through their own scientific discovery and supporting them in acquiring those skills, evaluating the information, and acting on what they find out. The success of that approach has been through working closely with young people and educators to ensure our programmes, opportunities and qualifications continue to be relevant and useful. We hope to equip future generations with not only a better understanding of the impact of their health choices, but also develop the skills for lifelong learning and provide inspiration for young people to make a difference in their own communities.

To help us achieve this goal, it is crucial that we reach out to a range of young people to ensure we can continue to provide said impact for as many peers as possible.

Through this social media position, we hope to use students' views to determine the best possible ways to engage a young audience in our research and ensure that any content we produce is relatable and enjoyable to watch.

What will it involve?

The Social Media team consists of two to three young people aged 16yrs+ (college age), who have been selected through application and interview.

As a content creator for LifeLab, you would be expected to be available on Friday afternoons for both in-person or online meetings as well as for an hour or so throughout the week to complete any additional tasks such as editing, planning, and organising content set to be released.

Personal qualities

- To be courteous, polite, and friendly
- To be a good team player
- Willing to engage in discussions and share ideas
- Have a positive attitude
- To be committed and hard working

Requirements of the role

- Commitment to role via attending set meetings of a Friday (both in-person and online) at dates and times agreed upon
- Commitment to complete any tasks required
- Commitment to equality, equity and diversity
- Commitment to promotion of vital and important resources to help educate young people

Main duties and responsibilities

- Help plan and organise content to be released alongside events and publications of resources
- Input on concepts and creative development of new projects
- Help to film and edit content for social media posts

Key skills

- Basic editing and IT skills using software such as CapCut and Canva
- To actively participate individually and as part of a team
- Effective verbal and listening communication skills