

## POSITION DESCRIPTION & PERSON SPECIFICATION

<b>Position:</b>	<b>Digital Content Creator</b>
<b>Reports to:</b>	<b>Marketing and Communications Manager</b>
<b>Direct reports:</b>	<b>NA</b>
<b>Indirect reports:</b>	<b>NA</b>
<b>Volunteers and Interns:</b>	<b>NA</b>
<b>Location:</b>	<b>640 Cumberland Street</b>
<b>Organisation:</b>	<b>Otago University Students' Association (OUSA)</b>

The OUSA provides a diverse range of services to its 20,000 student members at the University of Otago. An autonomous body with registered charity status and independence from the University, OUSA offers activities and support to students including:

- A confidential support and welfare advice service, representation and advocacy
- Numerous recreation clubs and societies and the facilities to support these
- A varied events programme
- A student radio station (Radio One)
- An award-winning student magazine (Critic).

The OUSA Executive (the elected student members and governors of the Association) runs campaigns and represents student views to the University and other external bodies.

OUSA's core responsibility is to engage its student members through services, events, representation and communication by way of a relevant, responsible, inclusive and engaging approach.

OUSA is a dynamic environment to work in – no two days are ever the same! We are an inclusive and supportive employer that values input from all staff.

### Position purpose and experience required

- To create relevant video content for dissemination across OUSA channels namely Tik Tok, Instagram and YouTube
- Be part of the process to communicate OUSA's story and brand through engaging Video production from idea to delivery
- Responsible custodian of the OUSA Brand CI

**Areas of Responsibility**

Area	Expected Outputs
<p><b>General Tasks</b></p>	<ul style="list-style-type: none"> <li>• Create video and digital content in line with all OUSA departments</li> <li>• Work collaboratively with the marketing coordinator on content creation plans and post dates</li> <li>• Ensure brand continuity and consistency throughout OUSA Created material</li> <li>• Liaise with external partners, including the University of Otago, service providers and suppliers.</li> <li>• Research and generate new ideas to stay current with social media trends that engage students</li> <li>• Support the Marketing &amp; Communications Manager to deliver excellent marketing and communications services</li> <li>• Work within a busy team, collaborating with designers and marketing coordinators.</li> <li>• Edit videos and other relevant creative content</li> <li>• Cover onsite content at events – Evenings, weekends and weekdays</li> </ul>
<p><b>Health and Safety</b></p>	<ul style="list-style-type: none"> <li>• Take personal responsibility for engaging in OUSA's no-harm, health and safety culture</li> <li>• Be familiar with the hazard register for the work area that you work in</li> <li>• Communicate to the Departmental manager and colleagues any potential hazards that you identify that are not on the register</li> <li>• Be familiar with the location of first aid kits and qualified first aiders in the Association</li> <li>• Be familiar with and adhere to any health and safety plans</li> <li>• Ensure incident and accident forms are filled out for all incidents and accidents that you are involved in, and notify the Departmental Manager of these</li> <li>• Be proactive in identifying new health and safety initiatives within the department and the wider OUSA community</li> </ul>

**Personal Attributes**

<p><b>Working Collaboratively</b></p>	<ul style="list-style-type: none"> <li>• Has the ability to build and maintain credible and productive relationships with colleagues, clients, customers and external contractors</li> <li>• Ability to work with others in a calm and effective manner</li> <li>• Is comfortable working in a busy, unique, and diverse environment with a wide range of people</li> </ul>
<p><b>Organisation</b></p>	<ul style="list-style-type: none"> <li>• Self-manages resources and workload, to meet deadlines and budgets</li> <li>• Capable of managing various projects at one time</li> <li>• Incredible organisation skills</li> <li>• Prioritise time effectively</li> </ul>

<b>Change</b>	<ul style="list-style-type: none"> <li>• Understands, responds to and supports change positively</li> <li>• Works under pressure</li> <li>• Is flexible and resilient in order to meet the ever-changing needs of OUSA and relevant departments</li> <li>• Can see a project from conceptualisation to delivery</li> </ul>
<b>Problem Solving</b>	<ul style="list-style-type: none"> <li>• Results focused and committed to achieving the highest standards of performance at all times</li> <li>• Identifies problems and works to resolve them in the appropriate manner</li> </ul>

### Qualifications and Experience

- A sound understanding of marketing and communications. A relevant qualification would be advantageous, but not essential
- Prior on-camera/videography experience
- Knowledge of HTML, web publishing and multimedia design
- Relevant editing/design skills and social media awareness
- Deadline-driven and sufficient time management skills
- Excellent verbal and written skills