**SU Media Volunteer Role Description**

The Hartpury Students' Union (SU) Media Volunteer will play a crucial role in supporting the development and enhancement of SU media channels to effectively engage with students at Hartpury University and Hartpury College. As a new role, the Media Volunteer will have the opportunity to shape its direction and impact. This role involves collaboration with SU officers and staff to promote events, opportunities, and key messages through various media platforms.

**Responsibilities:**

* **Social Media Development:** Assist the SU in creating and implementing a comprehensive Social Media plan that includes promoting events, opportunities, key messages, surveys, and campaigns throughout the academic year.
* **Content Creation:** Collaborate with the SU officers to create engaging social media content, ensuring alignment with the SU's objectives and obtaining approval from the SU manager.
* **Website Support:** Aid in the development and maintenance of the new SU website, ensuring it is an effective platform for student engagement and information dissemination.
* **Awareness Activities:** Participate in activities both on campus and online to raise awareness of SU initiatives and events.

**Key Activities:**

* Attend regular meetings with the SU media team to discuss strategies and plans.
* Develop and schedule social media posts across various platforms, including Facebook, Instagram, Twitter, and LinkedIn.
* Monitor and analyse social media metrics to assess the effectiveness of campaigns and adjust strategies as needed.
* Support the creation of multimedia content, such as videos, graphics, and blog posts.
* Assist in the organisation and execution of media-related events and campaigns.
* Engage with the student community to gather feedback and insights for improving SU media outreach.

**Opportunities for Involvement:**

* Gain hands-on experience in media management and digital marketing.
* Develop skills in content creation, social media strategy, and website management.
* Influence the communication strategies and media presence of the SU.
* Network with students, staff, and external media partners.
* Participate in training and development opportunities offered by SU.

**Additional Involvement:** This role offers flexibility, allowing the Media Volunteer to also engage in the planning and organisation of significant SU events, such as Officer elections, RAG/Opportunities Week, pop-ups in Legends, Student Governor elections, and the StAR Awards.

**Time commitment:** We estimate this role will be approximately 2 hours per week (flexible)

This role is ideal for creative and proactive individuals passionate about media and communication, eager to make a positive impact on the Hartpury community.