

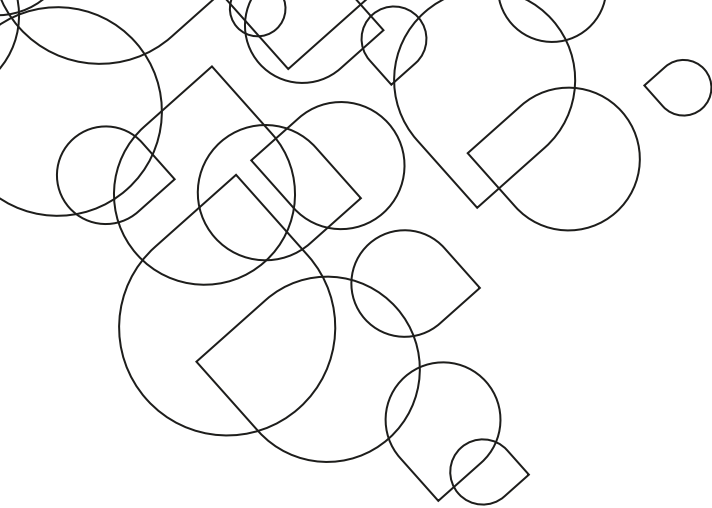


Social Media Assistant

Application Pack



We are a registered charity named Student Association of the University of the West of Scotland.
Charity Number SCO49356



Sabbatical Team's Welcome

We are delighted you are considering the role of Social Media Assistant at the Union of the University of the West of Scotland.

This new role would suit a student with a flair for communicating over social media. We are looking for a passionate and creative person to join our staff team and help our societies communicate with our wider members. Working under the direction of the Digital Communications Coordinator you will create engaging social media content related to the work of our 40+ student groups. You will build personal relationships with our group leaders and help and train them to plan and organise their social media presence and ensure that their many success stories are communicated to the wider student community.

A key value of our students' union is promoting Equality and Diversity - Advancing equality and breaking down barriers in all that we do. Applications from individuals are encouraged regardless of their race, gender/gender identity, sexual orientation, religion, age, disability status or any other diversity. We are happy to discuss any reasonable adjustments people may require in the recruitment process or once in the post.

This pack is designed to give you all the information you'll need about the role, our students' union and the benefits of working with us. We have also provided guidance on completing the application form, giving you the best opportunity to be shortlisted for interview.

If you would like to apply for the post, please complete the Application Form and the Diversity Monitoring Form and email them to recruitment@uwsunion.org.uk. These both can be found within the job description on our website. **Please do not send a CV as it will not be considered.**

Closing date for applications is Monday 15th January 2024 at 17.00pm with interviews being held on Wednesday 24th January 2024.

Please note, all applications and relevant recruitment documents will be held confidentially and destroyed 6 months after the closing date, apart from documents relating to the successful applicant.

We look forward to receiving your completed application



About our award winning students' union

We have been supporting and representing students since 1971. Of course, things have changed a lot over the years as the University of the West of Scotland has expanded and grown. We work across five campuses including Paisley (where our main union building is located), Ayr, Lanarkshire, Dumfries and London.

Our Values

Our staff and students agree to and work within the values of our union – they underpin our behaviour and approach to all that we do.

Welcoming

Always friendly and supportive, providing opportunities to meet new people, learn new skills and have fun

Innovative

We are an ambitious union and are unafraid to try new ways of working to ensure students receive best services and university experience

Student-Led

We are led by students, for students and ensure that student voices are at the heart of everything we do

Equality & Diversity

Advancing equality and breaking down barriers in all that we do

A Winning Team



HE Student Union of the Year

2019/20

2021/22

2022/23

19,907

Students across 5 campuses

418

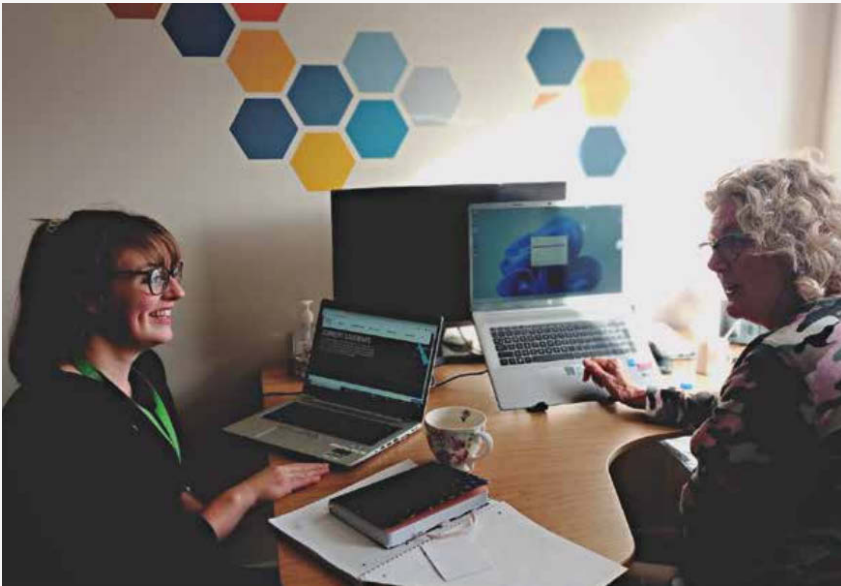
Student Reps

76%

Satisfaction rate

536

Support appointments given



- ✓ Flexible working opportunities
- ✓ Commitment to supporting your continuing professional development
- ✓ Good working environment, friendly colleagues & lots of opportunities
- ✓ NUS Totum discount card & access to Perks at Work
- ✓ Access to Health Assured employee assistance programme

Guidance on completing your application

As part of our commitment to equal opportunities, candidates for each post are treated equally. We remove all identifying personal information before any applications are passed on to the shortlisting panel. It is **very** important that your completed form contains both the information we want about your skills and experience and the information you want to give us.

Question 6 (Meeting the Person Specification) asks you to note down your general experience using no more than 2 A4 sides of paper and is the most important part of your application. **This is your chance to explain why you are suitable for the job.** It is not enough to say you have the experience – you must demonstrate experience and skills with specific examples. You must demonstrate that you meet **all** of the essential criteria.

Please include any relevant experience, which may include current or previous employers but can also be from voluntary work you have undertaken.

The shortlisting panel will be assessing a large number of application forms so make sure your application is well laid out. Avoid using ALL CAPS as it is difficult to read.

Should you need to use an additional sheet of paper, please indicate the name of the post and the relevant section of the application form on the top of the sheet. **Do not send your CV as it will not be considered.**

References are normally taken up for the short-listed applicants before interview. If you do not wish for one or both references to be taken up at that point, please indicate on the relevant page. It is our policy to not make an unconditional job offer without taking up references.



What to expect from the interview...

If you are shortlisted for interview, you will be invited to come to our Paisley campus to meet our interview panel. The interview panel will generally be made up of an elected officer, a team leader or manager and a head of department.

The interview itself will contain three parts – the first will be an interview task that will demonstrate your skills for the role. The second part of the interview will be a standard Q&A session, in which the panel will ask questions to test the competencies outlined in our person specification. All candidates will be sent the interview questions in advance. And finally, it is your opportunity to ask us questions about the role and the Union.

The union will send the details and materials of the task and the list of the questions that will be asked to those that are shortlisted for interview one week before the interviews will take place.

Good luck from all the team!

JOB DESCRIPTION

Job Title:	Social Media Assistant
Department:	Student Union Support Services
Location:	Paisley, Lanarkshire or Ayr
Salary:	£10.90 per hour
Hours of Work:	Ten hours per week
Type of Contract	Fixed Term to May 2024
Reports to:	Communications & Digital Coordinator

The aim of this role is to support the Union’s communications strategy by creating societies related content for sharing on social media, and to help societies advertise themselves and their events on the platforms and our website. You will also help promote volunteering opportunities for students.

Societies are student-led groups, formed and run by students, which bring together people who have a shared interest or identity. They:

- Create social opportunities for students.
- Enjoy shared interests together.
- Support each other through their time at university.

Activities can include:

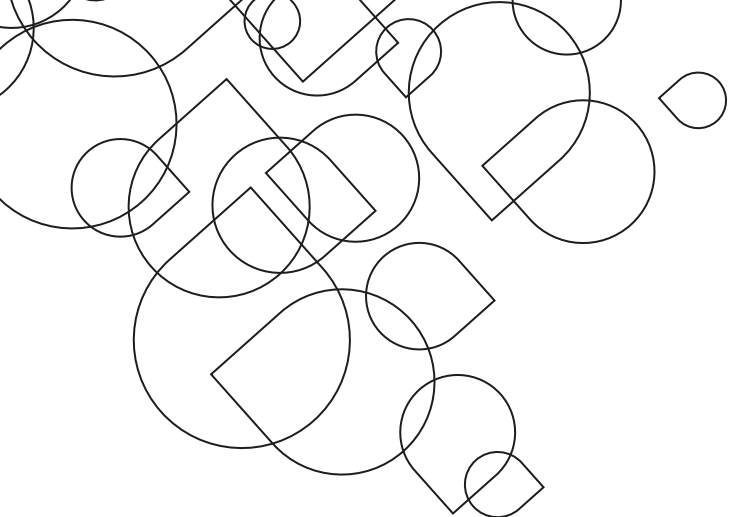
- Regular meetings
- Social events
- Trips
- Developing personal and professional skills and experience

Key Responsibilities:

- Create engaging social media content related to societies and volunteering opportunities. This content can be in any form, so long as it engages students to interact with it and it is safe.
- Help societies plan and organise their social media accounts.
- Help to support new societies with promoting their activities online.
- Meet regularly with the leaders of societies to support their activities.

Person Specification

Qualifications / Training / Continuous Professional Development	Essential or Desirable
1. Higher English or equivalent qualification	E
2. Strong Evidence of a commitment to continuous professional development, through attendance at training, conferences, and self-learning.	E
Knowledge and Experience	
1. Good knowledge of Student Societies and their functions in Student Unions	E
2. Experience of working with or supporting small / medium groups to achieve their goals	E
3. Experience in the use of social media to promote activities and engagement	E
4. Fluent in English, both spoken and written	E
5. Experience in the use of MS Office Software, including Excel, Word, and Outlook.	D
6. Experience in assessing risk	D
Skills	
1. Skilled in the creation of engaging social media content	E
2. Excellent Organisational Skills	E
3. Excellent Communication Skills	E
4. Good Critical Thinking Skills	D
Personal Qualities	
1. Desire to work within a democratic student led environment	E
2. Understanding of commitment to equality of opportunity	E
3. Reliable and trustworthy	E
4. Team focussed	E
5. An excellent communicator with the ability to forge strong networks and relationships	E
6. Self-motivated and enthusiastic	E
7. Fun and approachable	E



@uwsstudents

**The Students' Union
Storie Street
Paisley
PA1 2HB**

Phone: 0141 869 4151

**Email:
Recruitment@uwsunion.org.uk**

www.uwsunion.org.uk