Social Media Student Lead

Contents

Intro from President & CEO	03
Strategy	04
Who We Are	05
Officer Team	06
Job Description	07
How to Apply	09

Welcome

Thank you for your interest in joining the team at Union.

As we move forward from our former identity as Union ARU, this new chapter represents a pivotal moment for our organisation. Rebranding as Union reflects our ambition to be a modern, values-driven organisation that is clear in purpose, confident in voice, and united in its commitment to students and staff.

Our people are at the heart of everything we do. As we continue to develop our services and presence across campus, we are looking for a **Social Media Student Lead** who will be at the centre of promoting student life online at ARU. This role is perfect for anyone interested in social media, marketing, content creation, branding, or communications. It is a fantastic opportunity to develop valuable skills.

This role is perfect for building skills and experience that employers value that looks great on your CV and can help support future job applications and career opportunities.

We believe every interaction - whether with a candidate, a new starter, or a long-standing employee - is an opportunity to make someone feel welcomed, valued, and cared for.

We are thrilled that you are considering joining us at such an exciting time. If you are passionate about supporting people, improving the student experience, and making a real difference across campus, we look forward to exploring how you could be part of Union's next chapter.

If you have any questions or would like to know more about the role, please don't hesitate to get in touch.

Roshan Lal
Union President

John Valerkou
Chief Executive Officer

Strategy

Mission: A student-powered union where every voice matters, every campus connects, and good vibes are part of the culture.

Model: Five Campuses, One Union

Pillars and Foundation:

A) We will put students in charge
B) We will extend students' rights and opportunities
C) We will build and nurture communities
D) Multisite organisation and functionality

Who We Are

This organisation is a registered charity and limited company supporting Anglia Ruskin University students across five distinct campuses, each offering unique opportunities and challenges for its 30,000 members. Led by annually elected sabbatical officers and a senior management team, it empowers a staff team of around sixty-five and fifty student staff to deliver representation, opportunities, and advice.

Directorates
We have three distinct directorates:
Student Leadership and Communities
Marketing, Enterprise and Insight
Central Services

Student Leadership and Communities
The Student Leadership and Communities Directorate leads on Union's core student-facing work, including Advice, Representation, Societies, internal Volunteering, Student-Led Projects, and Campus-Based Engagement.

Marketing, Enterprise and Insight
We deliver bold, insight-driven marketing, vibrant enterprise spaces, and data-led decision-making that together strengthen student connection, opportunity, and experience. By combining creative storytelling, welcoming commercial environments, and robust student insight, we ensure every service and campaign is purposeful, impactful, and truly shaped by our community.

Central Services
Our Central Services directorate underpins the Union with strong, people-centred HR support and robust financial and risk management, ensuring our organisation is stable, compliant, and ready to grow. By investing in our staff and safeguarding our resources, these functions create the foundations that allow every part of the Union to operate confidently, sustainably, and in the best interests of students.

THE OFFICER TEAM

Roshan Lal
Union President

Devanshi
Education Officer

Alfaz Shahulhameed
Welfare and Liberation Officer

Shreyas Vinod
Cambridge Campus Officer

Gokul Das
Chelmsford Campus Officer

Naimul Islam
London Campus Officer

Josephine Barnes
Peterborough Campus Officer

Millie Bridgeman
Writtle Campus Officer

Social Media Student Lead
Job Description

Job Title: **Social Media Student Lead**
Department: **Union Peterborough**
Reports to: **Union Peterborough Campus Manager**
Responsible for: **No direct line management responsibility**
Hours of Work: **Volunteer**
Place of Work: **Peterborough Campus**
(Only Peterborough students can apply for this role)

Purpose of Role
You'll be at the centre of promoting student life online — creating engaging content, boosting event participation, sharing student stories, and helping students stay connected and informed. This role is perfect for anyone interested in social media, marketing, content creation, branding, or communications. You'll gain hands-on experience managing digital campaigns, growing engagement, and creating content that makes an impact.

Key Responsibilities:
- Create fun, creative, and engaging content for social media platforms.
- Promote student events, campaigns, opportunities, and important updates online.
- Help shape the student voice by gathering feedback and understanding what students want to see on social media.
- Explore new trends, ideas, and creative ways to increase student engagement online.
- Work with student leaders and staff to create exciting campaigns and consistent messaging.
- Monitor social media performance and help improve reach, interaction, and engagement.
- Design and share content that is inclusive, accessible, and representative of the student community.
- Support campaigns and events through digital promotion and online storytelling.

Volunteer Benefits:
- Full support and mentoring from the Union team in Peterborough
- Monthly team meetings with free pizza
- Free role uniform
- Free entry to all Union events
- Opportunities to meet new people and expand your network
- The chance to help to shape the online student community at ARU
- Free tea and coffee provision
- Summer and Winter celebrations

Social Media Student Lead
Job Description

Union expects all staff to participate in any training program considered relevant to your job and encourages all staff to participate in, and take ownership of their induction, personal development review, departmental staff meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the staff handbook, and within Union departments. Union is fully committed to its policies and procedures on Equality and Diversity.

A condition of employment is that all staff are expected to assist in key events throughout the year e.g., Welcome Fair, Elections, Open Days and any other key events. Staff are expected to portray a positive image, both internally and externally of the organisation by displaying high standards of service, integrity, punctuality, politeness and professionalism.

Please note, that all employees are subject to pre-employment checks including a Disclosure and Barring Service check if required for the role.

How To Apply

Simply head over to **arunion.co.uk/jobs**, navigate to the role you'd like to apply for and complete the online application form. Unfortunately, we don't accept CV's, or applications that are sent by email, so ensure you complete the application form via the application portal. Any questions please send them to: **recruitment@arunion.co.uk**

The closing date for applications is **Thursday 8th October** at **23:00**. Please note that you may be asked to support an alternative position if there are too many applicants for one role.

Please note, that all employees are subject to pre-employment checks including a Disclosure and Barring Service check if required for the role.

At Union ARU, we're committed to building a workforce that truly reflects the diversity of the community we serve. We welcome applications from people of all backgrounds, regardless of gender, age, nationality, ethnicity, sexuality, religion, or disability.

Every candidate is treated fairly, and all appointments are made based on merit. If you have any questions about any of our roles, please feel free to contact us at **recruitment@arunion.co.uk**

APPLY NOW

@arunion

@unionaru

arunion.co.uk