

Social Media Lead

Create Content. Grow the Community. Be the Voice Behind Student Life.

Love social media, content creation, or digital trends? Want to gain real experience while helping shape the student community at ARU?

As the **Social Media Lead**, 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.

What You'll Be Doing

- 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.
- Be a voice on the new Campus Councils, which will take place on a monthly basis, bringing student concerns and issues to the table and holding the Peterborough Campus Student Leader accountable for the promises made in their manifesto.

What You'll Gain

This role gives you valuable real-world experience in:

- Social media management
- Content creation and digital marketing
- Branding and audience engagement

- Communication and campaign promotion
- Creativity and teamwork
- Planning, organisation, and strategy

You'll also build a portfolio of experience that looks great on your CV and can support careers in marketing, media, communications, events, or digital content creation.

Perks of the Role

- Full support and mentoring from the Union team in Peterborough
- Monthly team meetings
- Free entry to all Union events
- Opportunities to build your creative portfolio and digital skills
- The chance to help shape the online student community at ARU

Why Apply?

If you're creative, full of ideas, and want experience that goes beyond the classroom, this is your opportunity to make an impact, build your confidence, and develop skills that employers are looking for.

Create content. Build connections. Shape student life online.