

Volunteer Position Title: Content Creator

Team: Sustainable Development Unit

Location: Remote/ On Campus

Time Commitment: 2-3 hours per week

Reports To: Daniela Danzerova (Sustainability Marketing Assistant)

Position Summary:

Sustainability at the University of Greenwich is embedded throughout all its strategies and policies. The university takes its responsibility in reducing its environmental impact seriously and are motivated to empower change. Education is a powerful tool and creating engaging content for our students and staff to engage with and learn about sustainability is paramount in creating climate action.

The Content Creator Volunteer will play a crucial role in helping the Sustainable Development Unit communicate its mission to a wider audience. This volunteer will be responsible for creating engaging and informative content across various platforms to raise awareness about sustainability, engage our staff and students with sustainable initiatives and to support the University in meeting its sustainable commitments. This position is ideal for students looking to gain skills that will help with future employment opportunities.

Key Responsibilities:

- Write, edit and proofread blog & social media posts and other written content.
- Create visually appealing graphics, images and video content (such as reels)
- Research and develop compelling and relevant content ideas.
- Collaborate with the Sustainable Development Unit to plan and execute content strategies.
- Assist in updating the sustainability blog pages.

Skills & Abilities:

- Excellent written and verbal communication skills
- Proficiency in writing and editing. (desirable but not essential)
- Basic graphic design skills and familiarity with design tools (e.g. Canva, CapCut or Instagram).
- Basic knowledge of various social media platforms (be a current user)
- Ability to work independently and meet deadlines.

Personal Qualities:

- Passionate about sustainability and increasing awareness of it
- Adaptability and willingness to speak on camera.
- Organised.
- Good communicator

Training and Orientation:

Our volunteers will all have an introductory training session where a general idea of the University's sustainability mission and goals will be discussed. We will share the branding guidelines of the university and training on specific tools or software used for content creation will also be provided.

Benefits:

- Gain valuable experience in content creation and digital marketing.
- Build your portfolio with real-world content creation examples.
- Increase your experience working collaboratively within a team.
- Be able to develop and share your creative ideas and monitor the impact they have on engagement

Health & Safety:

Volunteers should ensure that if you create any content with others that this is done on campus, and accompanied by 'known others'. If off campus, this should be communicated to the volunteer manager to review risks and agree if appropriate.

How to Apply

Apply [here](#).

Any questions please contact sustainability@gre.ac.uk