

## Job Description – Content Creator

**Position** This job description covers the responsibilities and duties of entré's Content Creator.

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**Context** Entré is a student-run society and charity that seeks to generate entrepreneurial thought, and ultimately business ventures, from students of the University of Canterbury & Ara. The principal stakeholders in entré are the University of Canterbury, staff and students of the University of Canterbury, sponsors and local industry.

The Executive is elected from within the student body of University of Canterbury, Lincoln University & Ara Institute of Canterbury. The CEO, COO & CFO are recruited by the Advisory Board Chairman, Director of UCE, outgoing CEO & COO, platinum sponsors and the UCE Co-ordinator, with the remainder of the Executive appointed by an entré selection panel. Additional Executive members may also be co-opted when additional skills and expertise are required to replace Executive members.

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### Eligibility Criteria

- Applicants must be a student enrolled and studying towards a degree or diploma at the University of Canterbury or Ara, at the time of submitting an application, with a course load of at least 0.25 EFTS (i.e. 30 points). This course load must be maintained for Semester 1 and 2 of the year that they are on the Executive.
  - Recommendation that members of the entré Executive are not on any other club executive/committee's due to the workload and to ensure commitment to entré.
  - The role will be subject to a 90-day trial period – for the Content Creator the trial period commences on 1 February.
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**Role** Reports to: COO  
Responsible to: COO, CEO & Marketing Manager

The role of the Content Creator is to produce all creative works of entré's marketing. The Content Creator's goals should align with the Marketing Manager and the marketing of all of entré's key events, as well as maintaining and further developing entré's brand.

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### **Key Qualities**

Key qualities required of the person for this role are:

- Commitment to entré
  - Vision and creativity
  - Have a 'can do' attitude
  - Attention to detail
  - Self-starter
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### **Key Skills**

The key skills required by the Content Creator are:

- Highly organised
  - Creative and innovative thinking
  - Design skills
  - High degree of computer skills and competent in Photoshop
  - Ability to identify how to promote our sponsors' brand as well as entré's
  - Ability to work within strict deadline and under pressure
  - Ability to be flexible
  - Excellent written communication skills
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### **Key Duties**

Key duties that are part of this role include (but are not limited to):

- Design the creative marketing of all entré events and competitions, including, but not limited:
  - Clubs Day
  - Launch
  - Sponsors' Breakfasts & Functions
  - End of Year entre Ceremony
  - Napkin Challenge
  - Start-Up Challenge
  - Recruitment
  - Miscellaneous stationery and promotional items
- Commitment to entré's Health & Safety policies and practices, complete documentation (where required) and report any incidents to HR Manager
- Communicate with sponsors about their logo requirements and ensure that sponsors and stakeholders are always properly represented on entre materials
- Attend weekly team meetings

- Attend entré events
- Work with the incoming team member and the UCE Co-ordinator to ensure a smooth hand over period and effect transfer of knowledge and information