

Job Description: Social Media Content Creator

Job Remit: Social Media Content Assistant – Paid 6 Month Opportunity

Location: Paisley Office

Hours: Part-time, 12 hours per week

Contract: 6 months fixed term

Reports to: Marketing & Business Development Manager

Salary: Paid role £13.10ph

About Right Way Credit Union (RWCU)

Vision:

To be a financially sustainable and successful brand, recognised and cherished by our members. A community wealth-building organisation where inclusivity and innovation are the key drivers.

Mission:

To help the communities of West Scotland by providing affordable and fair savings and loan options. To support our members' financial health and foster a valued community through trust and excellent service.

Strapline:

Save, Borrow and Plan for Tomorrow.

RWCU is a member-owned financial co-operative rooted in community values. We exist to help people, not to make profits for shareholders. We serve thousands of members across the West of Scotland, offering savings, loans, and financial support with a strong focus on ethical practice and inclusion.

Purpose of the Role

We are looking for a creative and motivated Social Media Content Assistant to join our team for a 6-month paid opportunity. Based in our Paisley branch, this role offers the chance to gain meaningful, real-world marketing experience in a supportive and values-led environment.

Working closely with the Marketing & Business Development Manager, you will help manage and grow RWCU's social media presence across Facebook, Instagram, and other platforms. This role is ideal for a current student or recent graduate seeking to apply their learning, build a portfolio, and gain hands-on experience in a working marketing function.

Key Responsibilities

Content Creation & Planning:

- Support the creation of a monthly content calendar (with guidance and approval from the Marketing Manager)
- Write short, engaging content that reflects RWCU's tone and values
- Design simple, on-brand visuals using Canva or Adobe Creative Cloud
- Repurpose blogs, leaflets, and internal updates into social media content

Research & Engagement:

- Monitor trends and research similar organisations' activity
- Suggest creative ideas that align with the marketing strategy
- Track and report basic engagement data to inform future content

Collaboration:

- Prepare all content drafts for approval before publication
- Work independently while seeking guidance when required
- Contribute ideas during marketing discussions and planning sessions

Desirable Skills & Qualities

- Studying or recently graduated in Marketing, Digital Media, Communications, Business, or related field
- Strong sense of visual design and tone for social media
- Understanding of brand consistency and audience engagement
- Willingness to learn and apply feedback constructively
- Interest in social purpose, community engagement, or ethical business
- Curiosity and motivation to explore how analytics can shape strategy
- Experience with Canva, Adobe Creative Cloud, Instagram, Facebook, or scheduling tools is advantageous but not essential

Key Attributes

- **Creative:** Able to generate engaging, relevant content ideas
- **Organised:** Can manage deadlines and work to a content schedule
- **Collaborative:** Works well with colleagues and open to feedback
- **Adaptable:** Can respond positively to changing priorities

RWCU Code of Conduct

All RWCU staff are expected to:

- Act honestly and with integrity at all times
- Treat all members fairly, respectfully, and without discrimination
- Maintain confidentiality of member and organisational information
- Comply with all internal policies, procedures, and regulatory obligations
- Promote a culture of transparency and accountability

What We Offer

In addition, you will benefit from:

- Paid, part-time work experience to strengthen your CV
- Living Wage Employer with comprehensive staff benefit packages.
- Opportunities to develop and showcase your portfolio
- Insight into professional social media planning and execution
- A welcoming and supportive workplace.

How to Apply

Please send the following to **paula.dinnett@rwcu.co.uk** by **Friday 29th August**:

1. Your CV
2. A cover letter explaining why you're interested in the role
3. Links to your LinkedIn (if applicable)
4. A short note on what social media platforms you use and why
5. Examples of past work (optional – can include university projects or personal content)

Shortlisted candidates will be invited for interview during the week commencing Monday 15th September 2025.