

Student Influencer - Application Pack

Introduction

Trinity Laban is a place where global arts collaborators and creators come together to discover, share, and cultivate inspiration. We are a community driven by creativity, diversity, and innovation.

We're looking for passionate Student Influencers to help showcase Trinity Laban's creative excellence and share authentic experiences across their digital platforms (TikTok, Instagram).

Main Responsibilities

- Work with the Brand and Communications team to produce at least 2 high-quality videos per term that showcase life at Trinity Laban and speak to our brand values. You will be responsible for planning, shooting, and editing content and posting on your personal account
- Sharing your experiences of life at Trinity Laban to give new and prospective students an insight into what it is like to be a student here, including covering events on and off campus
- Stay up to date with social media trends and incorporate them creatively while maintaining the institution's voice
- Participate in a paid training session to develop digital media skills and understand Trinity Laban's brand guidelines

Person Specification

Do you enjoy creating video content for social media?

We are looking for students who have a strong following on social media, and experience creating engaging content to help us reflect Trinity Laban's creative excellence.

If you are:

- Open to sharing your experiences about life at Trinity Laban
- Enthusiastic about acting as a positive ambassador for Trinity Laban
- Tuned into what prospective students want to know about life at Trinity Laban
- Up to date with social media and current trends, (particularly on TikTok), whilst still speaking to our brand values
- Confident in video editing, preferably with CapCut
- Able to work to a brief, meet deadlines, and follow brand guidelines
- Open to feedback and committed to producing high-quality content

Then we would love to hear from you!

Key Information

Role: Student Influencer (freelance)

Commitment:

- Minimum of 2 videos per term (8 hours)
- Opportunities to create additional content, based on agreement

Fee:

- £100/term for 2 pieces of content per term
- Equivalent to £50 per piece of content (4 hours work per video) which will be supplemented for any additional content

Contract: Freelance/ casual. Student Influencers are casual workers, with the expectation to produce 2 pieces of content a term. We will always support you so that projects fit around your studies.

Training: One paid training session in October (date tbc)

Reporting to: Marketing Officer

How to Apply

Create one short video (up to 1 minute) to go with the caption '**Trinity Laban is...**'

Please upload your video to your Trinity Laban One Drive and send us a link via the application form below.

Closing date: Friday 26 September 2025

Mandatory training sessions will take place during October - note you will be paid for your time for this.

If you have any questions please email: i.copp@trinitylaban.ac.uk or am.young@trinitylaban.ac.uk

Frequently Asked Questions

Who can apply?

To apply, you must be a current Trinity Laban student with the right to work in the UK and a National Insurance number.

Can international students apply?

Yes, we welcome applications from all our students. You will need to check that you have the right to work in the UK and adhere to any work limitations which may be set out on any UK visa/right to work documents you have, e.g. the number of hours you are allowed to work.

If you are selected, we will check and make a copy of your original identification/documentation before your first day of work.

Everyone working in the UK needs a National Insurance (NI) number to be paid. If you are a UK citizen, you will automatically have this. If you are an international student, you should apply for an NI number when you apply for this role so there is no delay in your payments.

(Please note you cannot apply for a National Insurance Number until you are in the UK.)

How much will I be paid?

Students will be paid £50 per video, which covers half a day (or 4 hours of work) for planning, recording and editing. Students are expected to create both long and short form videos, for the purpose of Instagram and TikTok platforms.

Salaries are paid on the last working day of each month direct into bank or building society accounts.

Will I receive training?

To join the team, you will need to attend a paid introductory session where we will go through our brand guidelines and answer any questions you have about the role. This is also an opportunity to meet other student content creators and share ideas for the upcoming year.

Training will take place in October, date TBC.

How will I be supported?

We will always talk through projects with you, making sure you are confident and have everything you need to create high quality content.

We are always happy to help if you want to discuss anything or to access technical support.

As part of this role, you will get an insight into working directly with Brand and Communications; a busy creative team who look after Trinity Laban's brand reputation whilst encouraging the growth of our global community. If marketing is something you are interested in moving forward in your career, please feel free to reach out at any point for a conversation.

Once you have finished working as a Student Content Creator, we will be happy to provide you with a reference.