

THINK CREATE



**GET PAID TO
CREATE CONTENT
FOR CQU**

BACKGROUND

CQU are looking for content creators within our community and cohort to create engaging video materials for social media, to help promote the university, its campuses, and its study experience, to potential students.

**THIS IS YOUR OPPORTUNITY
TO GET PAID TO CREATE!**

PROJECT OBJECTIVES

The content brief has two desired outcomes.

1. Engage school leaver-age audiences
2. Promote CQU

» WHO IS THE CONTENT FOR?

The content we want you to create is for people in high school or those who have recently finished Year 12.

This means our messages and content need to appeal to a younger audience in a fun and creative way. Think social media videos (stories and reels) for use in TikTok, Facebook, Instagram and Snapchat.

» WHO WE'RE LOOKING FOR

We're looking for energetic, bubbly, creative storytellers with experience in social media video creation - from initial idea to final video delivery.



DO YOU ENJOY, OR HAVE YOU HAD EXPERIENCE CREATING YOUR OWN SOCIAL CONTENT?

THIS COULD BE THE JOB FOR YOU!

SKILLS REQUIRED

We're looking for everyday people who have some experience and are comfortable creating video content for reels/stories.

But more than that, you'll need the ability to formulate an idea and bring it to life:

» CONCEPTING

Using a supplied campaign theme and sub-messages as inspiration, you'll be able to conceive ideas and scenarios to create scenes and capture footage on your mobile phone.

» PLANNING

You'll be able to successfully plan the process and execution of activities and tasks that need to take place before capturing your footage - the when, the how, and the where. We'll also need you to organise any people you want to feature in your videos and ensure that you capture talent release forms (for the use of their images) which we will make easy for you to do.

» FILMING

You'll be able to capture video footage that is appealing to school-leaver audiences on social media.

» POST-PRODUCTION

Using a video editing app (ie. CapCut or InShot, you won't be able to use your social accounts), you'll be comfortable composing your final videos with relevant or trending edits, grades, effects, music, or voice-overs.

You'll be required to deliver and upload final content films as well as any video cuts, original video files, images and other elements to CQU's file management system. We may use your final files or take edits and cuts to create our own version and you'll need to be comfortable with this.

SUPPORT

As a selected creator, you will be formally briefed and will be provided with an abundance of tips, tools and thoughts starters. CQU and its marketing team will be there to support you during the process. You will be responsible for executing your own content - it's your opportunity to get creative!

WHAT WE NEED FROM YOU

We're looking for content creators to produce multiple videos (up to 10, minimum 5) over a couple of periods during the year:

» February to early April

» July/August

» You'll also need to be available for 2 hours in the week commencing 19 February 2024 for onboarding.

You should be prepared to commit **up to 25 hours** each period (approx. 5 weeks) at times that suit you. This would include onboarding, production planning, capturing footage and editing to produce and **supply at least 5 videos** and raw materials.

MESSAGING THEMES

The stage will be yours to create fun interpretations of key messaging themes. Keeping in mind you don't have to cover all the messages listed below - but these are some high-level messaging we would like to be cleverly hinted at in a way that would appeal to school leavers.

It is important to remember that we want you to create content, not advertisements.

- » Pathways/early entry to Uni or TAFE
- » Hands-on study and work experiences to get you career-ready.
- » A wide offering of both Uni and TAFE courses to suit interests and passions.
- » Social aspect - friendships and social experiences
- » Great Graduate outcomes/ reputation/ looking forward to a career.
- » Supportive and experienced teaching staff
- » Smaller class sizes/ one-on-one learning
- » Online flexibility and online community support



EXAMPLE CONTENT

UNI THEMED

A day in my life

» www.tiktok.com/@uniofld/video/7208059486685220098

Getting ready

» www.tiktok.com/@qutrealworld/video/7254085480189299970

Who's more likely to ...

» www.tiktok.com/@uniofld/video/7211007497052638466

Assignment motivation

» www.tiktok.com/@griffith_uni/video/7295880018301848850

What song are you listening to?

» www.tiktok.com/@griffith_uni/video/7287342102126578951

Dual-degrees/study options

» www.tiktok.com/@griffith_uni/video/7291437298502110471

What did you learn today?

» www.tiktok.com/@bond.university/video/7288915643347242241

Campus facilities

» www.tiktok.com/@bond.university/video/7264461186316389640

Seasons on campus

» www.tiktok.com/@animelb/video/7265246725839850753

30 second trailer

» www.tiktok.com/@bond.university/video/7241068428226727170

Spending a week with me

» www.tiktok.com/@animelb/video/7271197601939361029

DIFFERENT STYLES

Funny/relatable

» www.tiktok.com/@drakey8/video/7262617816342220033

Interesting/creative

» www.tiktok.com/@lukedonkin/video/7285318476149902594

Funny/nostalgic

» www.tiktok.com/@reesebros/video/7282671110875794706

Funny/parody

» www.tiktok.com/@tienphm_/video/7269564581083614482

Editability

» www.tiktok.com/@the.harris.familyy/video/7295636435879611655

Scenic/engaging

» www.tiktok.com/@nathanlust/video/7291783265130646802

Cool transitions

» www.tiktok.com/@mynameisjdc/video/7296269046889090346

Trend based

» www.tiktok.com/@travelguyss/video/7215675447764372742

Lifestyle

» www.tiktok.com/@laila.sultani/video/7155614636774034731

Educational

» www.tiktok.com/@studywithme_nirvana/video/7286005373218098440



BE WHAT YOU WANT TO BE
cqu.edu.au

ELIGIBILITY

- » You have a strong understanding of youth market and their social media interests and are: a senior student/have recently graduated high school and are a potential future CQUniversity student; a current CQUniversity student; or recent graduate of CQUniversity; or an affiliate of CQUniversity. (If you are under 18 you will need parental/guardian consent).
- » You are able to share examples of content you have created or are able to create and upload an example.
- » You are a future student, student, graduate or staff member of CQU, who can access a CQU location to produce content.
- » You are available to create content and commit to the timeframes outlined.
- » You have access to/will supply your own equipment and materials to create content.
- » You agree to collaborate, receive and implement feedback from CQU and its marketing teams.
- » You are eligible to work in Australia and understand that you will be employed on a casual contract with CQUniversity (HEW2 payment scale).

SELECTION CRITERIA

You'll be asked to complete the following information via the application form link button below:

1. Submit a short explanation of why CQU should consider you as one of its content creators.
2. Share your top 5 ideas or themes to create engaging content for school leavers.
3. Share examples in video format of a social media video/s you have created.
4. List any other skills you feel may enable you to create effective content.
5. Provide your contact details as well as a clear profile picture of yourself.

REMUNERATION

You will be employed as a casual professional staff member and paid according to your age at a **HEW2 salary scale** (see page 77). Range is approximately \$19 - \$39 per hour.

READY TO APPLY?

Please fill out the form below:

[APPLICATION FORM](#)

DEADLINE

Submit your application by midnight, Sunday 21 January, 2024.

We'll be shortlisting our top ten content creators and we'll be in touch by the first week of February. If you have been successful we'll let you know the next steps from here. Best of luck!!

HAVE QUESTIONS ABOUT YOUR SUBMISSION?

Email: campaigns@cqu.edu.au

Connect with CQU on social media

