

Content Creator 2023/2024



Join the selection!

Camplus is looking for students for the role of "Content Creator" who are able to create photo, video, and social media content to support the communication activities of the entire Camplus organization.

The Content Creator works alongside the Camplus team and actively participates in the creation of materials aimed at positioning and promoting the Camplus brand.

The materials - photos, videos, and social media content - produced by the Content Creator are used to fuel Camplus' social channels (Facebook, Instagram, YouTube, Twitter, LinkedIn, and TikTok) and to carry out online promotional activities (websites, blogs, search engine advertising, and web portals) as well as offline activities (presentations, articles in newspapers and magazines, billboards, brochures, and flyers).

The multimedia content created must be in line with the communication objectives defined by the brand and outlined in the **Camplus Editorial Plan** - shared on a monthly basis - which specifies the themes, content types, channels, and publication timelines.

POSITION

The Camplus Communication Team is looking for the following profiles of Content Creators:

- **Social Media Content Creator:** This role will support the Communication Team in creating social media content, specifically for platforms such as Instagram and Facebook. Additionally, they will create offline communication materials, including photos and videos.
- **TikTok Content Creator** This role will collaborate with the Communication Team in managing Camplus' TikTok page, creating content, and becoming the "face" of the social.
- **Copywriter Content Creator** This role will support the Communication Team in writing articles for the blog on the website www.camplus.it.

REQUIREMENTS

The Camplus Content Creator should:

- Show interest in both online and offline communication;
- Demonstrate commitment to completing assigned tasks;
- Be open to working in team;
- Possess strong creative skills and a proactive mindset;
- Actively participate in community initiatives organized by Camplus;
- Have an existing contract for the academic year 2023-2024 at one of the Camplus residences indicated in the subsequent tables;
- Reside in a College of Excellence (only for the copywriter role).

RECRUITMENT AND SELECTION PROCEDURE

Social media Content Creator:

Camplus is looking for **23 Social Media Content Creators** for the academic year 2023-2024, at one of the residences listed in the following table:

City	Number of Social Media Content Creator	Camplus
Bologna	5	Camplus Alma Mater Camplus Bononia Camplus San felice
		Camplus Mazzini Camplus Valverde Camplus Zamboni
Catania	1	Camplus Catania
Ferrara	1	Camplus Castello Camplus Darsena Camplus Oroboni Camplus Santo Stefano
Florence	1	Camplus Firenze
L'Aquila	1	Camplus L'Aquila
Milan	4	Camplus Città studi Camplus Lambrate Camplus Turro Camplus Humanitas University Camplus Sesto San Giovanni
Padua	1	Camplus Padova
Palermo	1	Camplus Palermo
Parma	1	Camplus Langhirano
Pavia	1	Camplus Pavia
Rome	2	Camplus Pietralata Camplus San Pietro Camplus Prati
Turin	2	Camplus Bernini Camplus Regio Parco
Venice	1	Camplus Santa Marta
Verona	1	Camplus Verona

To apply, please send an email to contentcreator@camplus.it with the following information:

- **Name and Surname**
- **Position** (Social Media Content Creator)
- **Instagram** account
- Online **portfolio** and/or selection of photos/videos
- **Cover letter** describing your passion for photography, videos, and the world of social media, highlighting any previous experiences, your strengths, and the motivations that drive you to be part of the Content Creator team.
- Creation of an optional **social media content** in line with Camplus' corporate communication (the content can be sent via WeTransfer link)

TikTok Content Creator:

Camplus is looking for **2 TikTok Content Creators** for the academic year 2023-2024 at one of the Camplus network residences.

To apply, please send an email to contentcreator@camplus.it with the following information:

- **Name and Surname**
- **Position** (TikTok Content Creator)
- **TikTok** account
- Creation of a **TikTok content** specifically tailored to Camplus' corporate communication (the content is optional and can be sent via WeTransfer)
- Brief description of the **strategy** you would like to apply to Camplus' TikTok page
- **Cover letter** describing your passion for the social media world, highlighting any previous experiences, your strengths, and the motivations that drive you to be part of the Content Creator team

Copywriter Content Creator:

Camplus is looking for **5 Copywriter Content Creators** for the academic year 2023-2024, at one of the Colleges of Excellence located in the cities listed in the table below:

City	Number of Copywriter Content Creator
Bologna	1
Catania /Palermo	1
Milan	1
Florence/Rome	1
Turin	1

To apply, please send an email to contentcreator@camplus.it with the following information:

- **Name and Surname**
- **Position** (Copywriter Content Creator)
- Write a short **article** recounting a Camplus event you have attended
- **Cover letter** describing your passion for writing, highlighting any previous experiences, your strengths, and the motivations that drive you to be part of the Content Creator team.

All applications must be submitted **no later than 26/07/2023**.

At the discretion of the Camplus Communication Team, candidates may be contacted for a phone or Zoom **interview** for further evaluation.

Candidates will be evaluated based on the elements requested during the application process (cover letter, portfolio, and specific content where required) and will be selected at the sole discretion of the Camplus Communication Team. The team will inform each candidate about the outcome of their application **by 02/08/2023**.

Qualora i Content Creator selezionati non confermino la loro candidatura, si procederà per "scorrimento" ricontattando i candidati successivi. La medesima procedura si applicherà nel caso in cui un Content Creator selezionato rinunci al proprio incarico nel corso dell'anno.

CONTENT CREATOR AD HOC

If the selected Content Creator is unable to participate in the event or unable to produce the required content, other **specific applications** for that particular content/event will be considered. In collaboration with the Management of their respective Camplus, the applications will be collected and evaluated for selection.

DUTIES AND RESPONSIBILITIES

Social Media Content Creator:

The Content Creator is directly involved by the Communication Team and/or the relevant Camplus Management in creating content for:

- **Editorial Plan**
- **Community Events**
- Other **Online** and **Offline** Communication Channels

It is possible that multiple Social Media Content Creators may be involved in the same activity if deemed necessary by the Management.

TikTok Content Creator:

The Content Creators will work alongside the Communication Team to **manage** the TikTok channel. The two Content Creators will be responsible for creating **at least one short** video per week, totaling a **minimum of 4 content** pieces per month each.

Copywriter Content Creator:

The copywriter is directly involved by the Communication Team and/or the relevant Camplus Management based on **local and/or national events** organized by their own

Camplus or the central Management. Their task will be to **participate** in the requested events and **write an article** that, upon approval by the Communication Team, will be published on the blog of the website www.camplus.it.

PAYMENT

For the performance of the Content Creator role, a contract for occasional self-employment will be arranged. The total compensation will correspond to the sum of the delivered and approved content. Each type of content will have a corresponding compensation, as indicated in the table below, which may vary based on the evaluation of the Communication Team.

Social Media Content Creator	
Contents	*Gross compensation
Album Eventi Light (5 foto, 5 video, 3 stories)	30€
Album Eventi Medium (10 foto, 5 video, 3 storie)	50€
Album Eventi Full (20 foto, 10 video, 3 storie, 1 reel)	85€
Social- Stories (pacchetto da 3)	15€
Contenuto singolo (1 foto, 1 video)	15€
Social- IG reel	40€

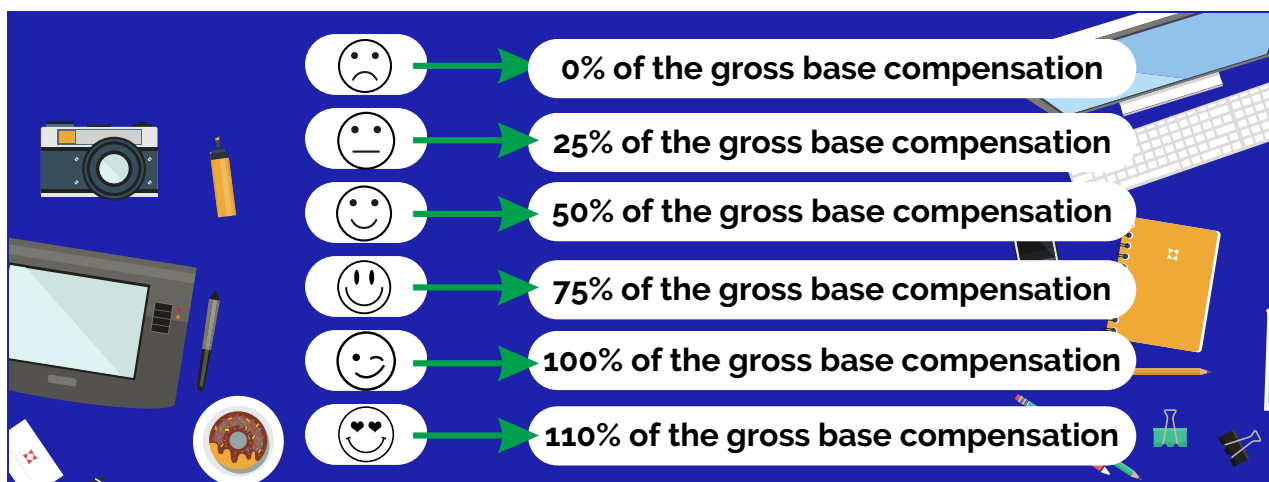
TikTok Content Creator	
Contents	*Gross compensation
Monthly compensation (for at least 4 short videos per month)	120€

Copywriter Content Creator	
Contents	*Gross compensation
Article	25€

* The indicated compensation corresponds to a content evaluation of 100%.

Each delivered content is subject to evaluation*, based on which the final compensation is determined. Specifically:

EVALUATION % to be applied to the (gross) compensation



*The evaluation is based on the compliance of the produced material with the guidelines defined in the Handbook that each Content Creator will receive at the beginning of their engagement.

The payment will be made in two installments:

- 50% of the achieved compensation **by March 31, 2024.**
- 50% of the achieved compensation **by September 30, 2024.**

PERIODIC MEETINGS AND EXCLUSIVE TRAINING ACTIVITIES

At the beginning of the engagement, all selected Content Creators will be invited to attend an exclusive in-person group **training weekend** organized at one of the Camplus locations within the network. The event is coordinated by the Communication Team and Camplus Management.

The purpose of the **training weekend** is to coordinate group work, share operational methods, and create an opportunity for connection and bonding among the Camplus Content Creators.

In addition to this initial in-person meeting, regular **Zoom meetings** are also scheduled. These meetings will serve as an opportunity to review the progress of work, discuss new projects, and propose fresh ideas. The schedule of these meetings will be provided after the selection process.

Participation in the in-person training weekend is a prerequisite for maintaining the position of Content Creator. Additionally, participation in at least 70% of the regular Zoom meetings is also a prerequisite.