

Content Creator 2024/2025

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SUMMARY

1. INTRODUCTION
2. ROLES
3. REQUIREMENTS, RESEARCH AND SELECTION METHODS, AND COMPENSATION
 - 3.1. Social Media Content Creator
 - 3.2. TikTok Content Creator
 - 3.3. Copywriter Content Creator
 - 3.4. Photo and Video Content Creator
4. EVALUATION
5. MANDATORY TRAINING ACTIVITIES

1. INTRODUCTION

Camplus is looking for students for the role of "Content Creator" to create photo, video, social, and article content to support Camplus communication activities.

The Content Creator works closely with the Camplus **Communication Team**, contributing to the **creation of strategic materials** for the positioning and promotion of the Camplus brand.

The materials produced by the Content Creator, including **articles, photos, videos, and social media content**, are essential for feeding Camplus' social channels (Facebook, Instagram, YouTube, Twitter, LinkedIn, and TikTok) and for supporting promotional activities both **online** (websites, blogs, search engine advertisements, and web portals) and **offline** (presentations, newspaper and magazine articles, billboards, brochures, and flyers).

The multimedia content created must be consistent with the communication objectives established by the brand and specified in the **Camplus Editorial Plan (PED)**. The PED defines the themes, types of content, channels, and publication schedules, ensuring a uniform and targeted message across all platforms, and will be shared monthly with all Content Creators.

2. ROLES

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

- **10 Social Media Content Creators:** They will support the Communication Team in **creating content for social platforms**, specifically **Instagram, Facebook, and LinkedIn**, with the possibility of becoming Camplus **Mini Influencers** by publishing **content on their personal profiles and/or sharing** with the brand's profiles. The Content Creator will be directly involved by the Camplus Communication Team and/or Camplus Management in creating content for the editorial plan and/or community events.
- **2 TikTok Content Creator:** They will collaborate with the Communication Team in **managing Camplus' TikTok page**, creating content, and becoming the "face" of the channel. The Content Creator must create at least **one short video per week**, totaling 4 pieces of content per month, with the possibility of becoming a **Camplus Ambassador** by **publishing content on their personal profile**.
- **4 Copywriter Content Creator:** They will support the Communication Team in writing articles for the blog on the website <https://camplus.it/blog/>. The Content Creator will be directly involved by the Communication Team and/or the relevant Camplus Management based on the contents provided by the Camplus Editorial Plan, as well as **local and/or national events** organized by their Camplus or the central Management. Their task will be to **write an article** that, upon approval by the Communication Team, will be published on the website blog.
- **4 Photo & Video Content Creator:** They will assist the Communication Team in creating photographic and video content for online and offline platforms. The Content Creator will be directly involved by the Camplus Communication Team and/or Camplus Management in creating **photos and videos** for **Camplus' training and community events**.

Please note that **it is possible to apply for more than one role among the four proposed, with a maximum of two.**

3. REQUIREMENTS, RESEARCH AND SELECTION METHODS, COMPENSATION

3.1. Social Media Content Creator

Camplus ricerca **10 Social Media Content Creator** con i seguenti requisiti:

- Interest in **social media communication**;
- Creative skills and **basic knowledge of using Instagram**, particularly in **creating reels, stories, and carousels**;
- **Commitment and consistency** in completing tasks;
- Good **organizational skills**;
- Knowledge of the **English language**;
- Current contract for the academic year 24-25 with a **Camplus Residence or College of Merit Merit**.

To apply, you need to send an email to contentcreator@camplus.it containing:

- **Name** and **Surname**
- **Position:** Social Media Content Creator
- Name of the **Camplus residence**
- **Instagram account**
- **A reel:** the reel should not exceed 60 seconds and should cover one of the following themes: "life as an out-of-town student," "life at Camplus," or "life with roommates." The content can be sent via Wetransfer.

For the Content Creator role, a contract for Occasional Self-Employment will be arranged. The total compensation will correspond to the number of delivered and approved contents. Each type of content has a corresponding compensation, as shown in the table below, which may vary based on the evaluation of the Communication Team.

CONTENTS	GROSS COMPENSATION
Reel	40€
Stories (package of 3)	20€
Single content	15€

In the case of content created as Camplus Mini Influencers, by sharing the content on their personal profiles, an additional 25% will be applied to the gross compensation above the base compensation.

3.2. TikTok Content Creator

Camplus is looking for **2 TikTok Content Creators** with the following requirements:

- Interest in **social media communication**;
- Creative skills and **basic knowledge of using TikTok**, particularly in **creating short videos**;
- **Commitment and consistency** in completing tasks;
- Good **organizational skills**;
- Knowledge of the **English language**;
- Current contract for the academic year 24-25 with a **Camplus Residence or College of Merit**.

To apply, you need to send an email to contentcreator@camplus.it containing:

- **Name** and **Surname**
- **Position:** TikTok Content Creator
- Name of the **Camplus residence**;
- **TikTok** account
- **A short video** on the theme "life as an out-of-town student" or "life at Camplus." The content should not exceed 60 seconds and can be sent via Wetransfer

Below are the types of required content and the corresponding gross compensation. The content is subject to evaluation by the Communication Team (as indicated in point 4), therefore, the total compensation will correspond to the number of delivered and approved contents.

CONTENTS	GROSS MONTHLY COMPENSATION
4 short videos per month	120€

3.3. Copywriter Content Creator

Camplus is looking for **4 Copywriter Content Creators** with the following requirements:

- Interest in **online and offline communication**;
- Creative skills and **basic knowledge in writing an article**;
- **Commitment and consistency** in completing tasks;
- Good **organizational skills**;
- Current contract for the academic year 24-25 with a **Camplus College of Merit**.

To apply, you need to send an email to contentcreator@camplus.it containing:

- **Name and Surname**
- **Position:** Copywriter Content Creator;
- Name of the **Camplus residence**;
- Account **TikTok**
- **A short article** describing a Camplus event you attended. For inspiration and to understand the stylistic form used, you can visit the Camplus blog at the following link: <https://camplus.it/blog/>

Below are the types of required content and the corresponding gross compensation. The content is subject to evaluation by the Communication Team (as indicated in point 4), therefore, the total compensation will correspond to the number of delivered and approved contents.

CONTENT	GROSS COMPENSATION
Article	30€

3.4. Photo & Video Content Creator

Camplus is looking for **4 Photo & Video Content Creator** with the following requirements::

- Interest in **photography and video creation**;
- Creative skills and **basic knowledge in using a camera**;
- Possession of a **reflex/mirrorless camera**;
- **Commitment and consistency** in completing tasks;
- Good **organizational skills**;
- Current contract for the academic year 24-25 with a **Camplus College of Merit**.

To apply, you need to send an email to contentcreator@camplus.it containing:

- **Name and Surname**
- **Position:** Copywriter Content Creator;
- Name of the **Camplus residence**;
- Account **Instagram**

- **Portfolio** and/or **selection of photos/videos**.

Below are the types of required content and the corresponding gross compensation. The content is subject to evaluation by the Communication Team (as indicated in point 4), therefore, the total compensation will correspond to the number of delivered and approved contents.

CONTENUTI	COMPENDO LORDO
Light Album (10 photos, 7 video shots)	30€
Medium Album (15 photos, 10 video shots)	50€
Full Album (30 photos, 15 video shots)	80€

Applications will be evaluated based on the above-mentioned requirements, ensuring a fair and representative selection from the various structures, with the aim of involving as many students as possible from all Camplus residences.

All **applications** must be submitted **no later than 22/07/2024**. At the discretion of the Camplus Communication Team, candidates may be contacted for an introductory interview via phone or Zoom. The Camplus Communication Team will inform each candidate of the **outcome** of their application **by 02/08/2024**.

4. EVALUATION AND PAYMENTS

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

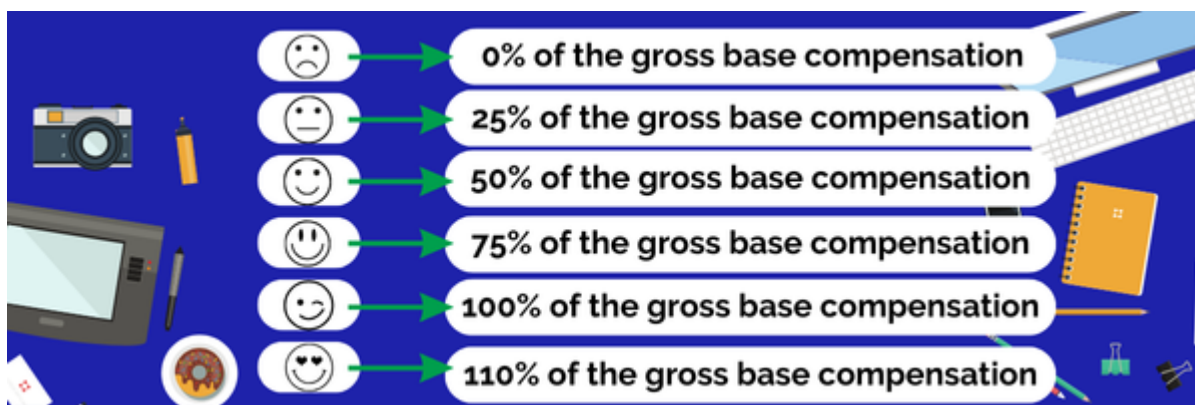


Figure 1 *The evaluation is based on the correspondence of the produced material with the guidelines defined in the Handbook that each Content Creator will receive at the beginning of their assignment.

For the performance of the Content Creator activity, an Occasional Self-Employment Contract will be arranged. The total compensation will correspond to the sum of the delivered, approved, and evaluated contents by the Communication Team based on the scheme outlined above.

The payment will be made in two installments:

- **By March 31, 2025**, the compensation earned during the period from September 1 to February 28 will be paid.
- **By September 31, 2025**, the compensation earned during the period from March 1 to July 31 will be paid.

5. MANDATORY TRAINING ACTIVITIES

At the beginning of the assignment, all selected content creators will be invited to participate in an exclusive **in-person training weekend** organized at one of the Camplus locations. The event, led by a well-known marketing and communication agency, will take place on **October 25 and 26, 2024**, and will be coordinated by the Communication Team and Camplus Management.

The **training weekend** is aimed at coordinating group work, sharing operational methods, and creating an opportunity to meet and bond with other Camplus Content Creators.

In addition to this initial in-person meeting, **periodic Zoom meetings** are also planned, which will serve as opportunities to check the progress of the work, discuss new projects, and propose new ideas. The meeting schedule will be presented after the selection process.

Participation in the in-person training weekend is essential for maintaining the Content Creator position. Additionally, **participation in at least 70% of the periodic Zoom meetings is mandatory**. If a Content Creator attends less than 70% of the meetings, the earned compensation will be halved.