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1. INTRODUCTION

Camplus is looking for students to take on the role of "Content Creator" to produce photos, videos, social media content, and articles supporting Camplus communication activities.

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

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

All multimedia content must align with the communication goals established by the brand and outlined in the **Camplus Editorial Plan (PED)**. The PED defines themes, content types, channels, and publication timelines, ensuring a consistent and targeted message across all platforms, and will be shared monthly with all Content Creators.

*This reopening of the call for applications refers exclusively to **4 positions** for the role of **Social Media Content Creator**. The positions for **TikTok Content Creator** and **Copywriter Content Creator** have already been filled and are therefore no longer available.*

*In the following sections, you will still find an overview of all the roles that make up the Content Creator team, in order to provide a complete picture of its structure. However, please note that the eligibility criteria, selection process, and compensation details apply solely to the **Social Media Content Creator** role, which is currently the only position open.*

2. ROLES

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

- **10 Social Media Content Creator (4 open positions):** will support the Communication Team in **creating content specifically for Instagram, Facebook, and LinkedIn**, with the possibility of becoming **Camplus Mini Influencers** by posting content on their **personal profiles and/or in collaboration** with brand profiles. The Content Creator will be directly involved by the Camplus Communication Team and/or Camplus Management for content creation within the editorial plan and/or community events.
- **2 TikTok Content Creator (all positions filled):** will collaborate with the Communication Team in **managing the Camplus TikTok page**, creating content and becoming the "face" of the channel. The Content Creator must produce at least **one short video per week**, totaling 4 contents per month.
- **4 Copywriter Content Creator (all positions filled):** will support the Communication Team in writing articles for the blog on <https://camplus.it/blog/>. The Content Creator will be directly involved by the Communication Team and/or Camplus Management based on the content outlined in the Editorial Plan, as well as **local and/or national events** organized by their Camplus residence or central office. Their task will be to **write an article** which, after approval by the Communication Team, will be published on the blog..

3. REQUIREMENTS, APPLICATION & SELECTION PROCESS, AND COMPENSATION

3.1. Social Media Content Creator

Camplus is looking for **4 Social Media Content Creators** in the following cities: **Milan, Padua, Florence, and Rome**. Below are the requirements:

- **Interest in social media** communication;
- Creative skills and **basic knowledge of Instagram**, especially in **creating reels, stories, and carousels**;
- **Commitment and consistency** in completing tasks;
- Good **organizational skills**;
- Knowledge of the **English language**;
- Active enrollment for the 25-26 academic year in a **Camplus Residence or College of Merit**;
- **Continuous presence at Camplus** throughout the **academic year**.

To apply, fill out the [following form](#) by September 16, 2025, including:

- **Full Name**
- **Position:** Social Media Content Creator
- **Name of your Camplus residence**
- **Instagram account**
- **A reel (max 60 seconds)** on one of the following themes: "life as a student living away from home," "life in Camplus," or "life with roommates."

A **Freelance Occasional Work Contract** will be prepared for this role. The total compensation will be based on the approved and delivered contents. Each content type corresponds to a gross fee, which may vary based on the Communication Team's evaluation:

CONTENT TYPE	GROSS FEE
Reel	40€
Stories (bundle of 3)	20€
Single post	15€

For content shared as a Camplus Mini Influencer (posted on your personal profile), a 25% bonus will be applied to the base gross fee.

4. EVALUATION AND PAYMENTS

All submitted content will be evaluated*, and compensation will be determined accordingly:

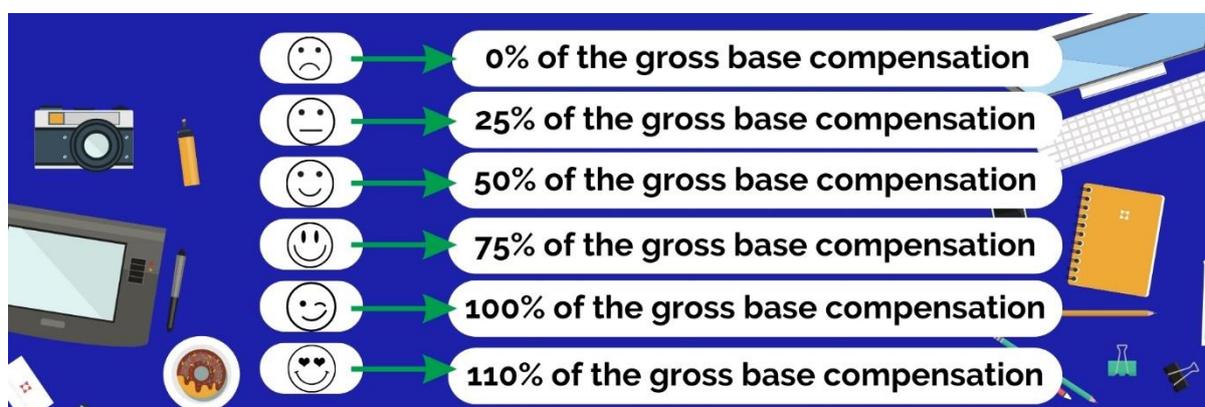


Figure 1 *The evaluation is based on how well the material aligns with the guidelines outlined in the Handbook provided to each Content Creator at the start of their assignment.

A Freelance Occasional Work Contract will be drawn up. The total compensation will reflect the total number of approved and evaluated contents as outlined above.

Payment will be made in two installments:

- **By March 31, 2026** for contents delivered between September 1 and February 28;
- **By September 31, 2026** for contents delivered between March 1 and July 31.

5. MANDATORY TRAINING ACTIVITIES

At the beginning of the assignment, all selected Content Creators will be invited to attend an in-person **Training Weekend** hosted exclusively at one of the Camplus locations. The event, led by a renowned marketing and communication agency, will take place on **October 17, 18, and 19, 2025**, and will be coordinated by the Camplus Communication Team and Management.

The **training weekend** aims to coordinate group work, share operational procedures, and create an opportunity for networking and team-building among Camplus Content Creators.

In addition to the initial in-person meeting, **periodic online meetings via Teams** will also be scheduled to review progress, discuss new projects, and share ideas. The calendar will be shared after the selection process.

Participation in the in-person training weekend is a prerequisite for maintaining the Content Creator role. Moreover, attendance at at least **70%** of the online meetings is mandatory. Should a Content Creator miss the training weekend and/or **attend less than 70% of the scheduled**

meetings, the Communication Team reserves the right to reduce the compensation for the relevant semester.