



camplus

Content Creator 2026/2027

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SUMMARY

1. INTRODUCTION
2. ROLES
3. REQUIREMENTS, APPLICATION & SELECTION PROCESS, AND COMPENSATION
 - 3.1. Social Media Content Creator
 - 3.2. Copywriter Content Creator
4. EVALUATION
5. MANDATORY TRAINING ACTIVITIES

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.

2. ROLES

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

- **13 Social Media Content Creator:** will support the Communication Team in creating and managing content for **Instagram, Facebook, TikTok, and LinkedIn**. You'll also have the unique opportunity to become a "Camplus Mini-Influencer," posting content on your personal profile and/or co-authoring posts with official brand channels. Content Creators will work directly with the Communication Team and Camplus Management to produce content for the editorial calendar and community events.
- **3 Copywriter Content Creator:** 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.

Note: Please note that you are welcome to apply for both roles.

3. REQUIREMENTS, APPLICATION & SELECTION PROCESS, AND COMPENSATION

3.1. Social Media Content Creator

Camplus is looking for **13 Social Media Content Creators** who meet the following requirements:

- **Interest in social media** communication;
- Creative skills and **basic knowledge of Instagram**, especially in **creating reels, stories, and carousels**;
- Creative skills and **basic knowledge of TikTok**, especially in **creating short videos**;
- **Commitment and consistency** in completing tasks;
- Good **organizational skills**;
- Knowledge of the **English language**;
- Active enrollment for the 26-27 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 July 26, 2026, including:

- **Full Name**
- **Position:** Social Media Content Creator
- **Name of your Camplus** residence
- **Instagram and TikTok** account
- **A Reel video:** the Reel must not exceed 60 seconds and must cover a topic of your choice from the following: "life away from home", "life on campus" or "life with flatmates". Upload the file to your personal Google Drive, making sure to set the sharing permissions to "Anyone with the link can view". Finally, copy and paste the link into the relevant section of the questionnaire.

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€
4 short videos	120€

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

3.2. Copywriter Content Creator

Camplus is looking for **3 Copywriter Content Creators** who meet the following requirements:

- **Interest in online and offline** communication;
- **Creative writing skills** and basic experience in article writing;
- **Commitment and consistency** in completing tasks;
- Good **organizational skills**;
- Knowledge of the **English language**;
- Active enrollment for the 26-27 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 July 26, 2026, including:

- **Full Name**
- **Position:** Copywriter Content Creator
- **Name of your Camplus** residence
- **TikTok** account
- **A short article describing a Camplus event you attended.** To get inspired and understand the writing style, visit the Camplus blog: <https://camplus.it/blog/>
- Upload the file to your personal Google Drive, making sure to set the sharing permissions to 'Anyone with the link can view'. Finally, copy and paste the link into the relevant section of the questionnaire.

Content types and related gross fees are listed below. The Communication Team will evaluate all content (see section 4), and the total compensation will reflect the sum of approved and evaluated contents:

CONTENT TYPE	GROSS FEE
Article	30€

4. EVALUATION AND PAYMENTS

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

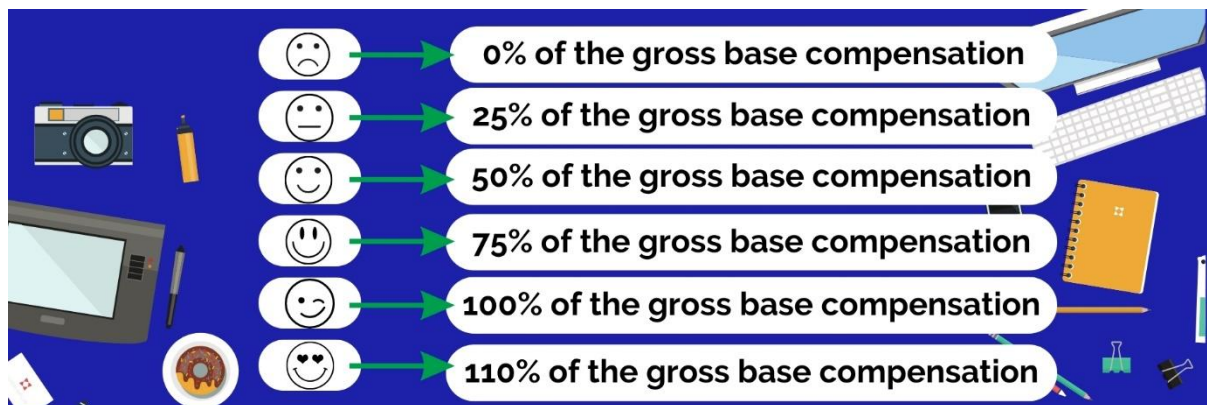


Figure 1 *The evaluation is based on how well the material aligns with the guidelines outlined in the Handbook provided to each Content Creator at the start of their assignment.

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, 2027** for contents delivered between September 1 and February 28;
- **By September 30, 2027** for contents delivered between March 1 and July 31.

5. MANDATORY TRAINING ACTIVITIES

At the start of their role, all selected content creators will be invited to take part in an in-person training weekend, organised exclusively at one of Camplus's offices. The event will be led by a well-established agency in the marketing and communications sector and coordinated by the Communications Team and Camplus management. The dates for the training weekend have not yet been confirmed; however, we strongly recommend that you keep **23, 24 and 25 October 2026 free**, so that you can take part in the initiative.

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.