# Brief

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| **Department:** | Queen’s University Belfast | **Job:** |  |
| **Date:** |  | **Commissioned By:** |  |

**Introduction:**

Thank you for helping to create useful and engaging content. The aim of this content will be to help prospective students make an informed decision and find out what it is really like to be a Queen’s student.

We hope the following brief will make it as easy as possible to create this content. However, if you do have any questions or concerns, please content the person who commissioned you to create this content, before you start.

**Objective:**

*(****For Queen’s staff use only.*** *It is always easier to create content when it is in content. Please give an explanation as to why this content is important and what you hope it will achieve.)*

**Written Content:**

*(****For Queen’s staff use only.*** *Please give a detailed account of the written content you would like the Ambassador to create. Please include content type (e.g. Blog / Profile / Case Study, Quote), length, angle, tone, key points to include and any examples to emulate.)*

**Video Content:**

*(****For Queen’s staff use only.*** *Please give a detailed account/shotlist of the video content you would like the Ambassador to create. Please include content type (e.g. Vlog / Point-Of-View / Tour), duration, orientation (E.g. Portrait / Landscape / Square), tone, any key points to include and any examples to emulate.*

**Social Content:**

*(****For Queen’s staff use only.*** *Please give a detailed account of the social media content you would like the Ambassador to create. Please include content type (e.g. Take-over, Stories etc.), dimensions/duration, tone, handles/hashtags to use and any examples to emulate.)*

**Ownership:**

*(****For Queen’s staff use only.*** *Please state who will own the commissioned content (The University or the ambassador) and where it is to be hosted E.g. Queen’s marketing material, ambassador’s social account etc.)*

**Covered By The Team Commissioning The Content:**

*(****For Queen’s staff use only.*** *Please state any items which will be paid for by Queen’s. E.g. Tickets, travel etc.)*

**Dresscode:**

*(****For Queen’s staff use only.*** *Please state what the ambassador should wear, if they are going to be in shot. E.g. Queen’s merchandise or casual clothes.)*

**Delivery Date:**

*(****For Queen’s staff use only.*** *Please state a realistic delivery date.)*

**Hours:**

*(****For Queen’s staff use only.*** *Please state how many hours of paid work the commission will be for.)*

**Point of Contact:**

*(****For Queen’s staff use only.*** *Please state who the point of contact is for this commission, where the content should be sent to and how it should be delivered E.g. Dropbox, email, social post etc.)*

**Consent:**

*(****For Queen’s staff use only.*** *It is important that anyone featured gives their consent. Please state how you would like consent to be gained. E.g. Sign official consent form.)*

**Checklist:**

It is easy to miss something along the way, so please tick off this checklist to make sure you have covered everything and gathered all the content you have been commissioned to create.

I understand the objective and know what is required.

I have the appropriate clothing.

I have completed any/all written content requested.

I have taken any/all photos as requested.

I have recorded any/all videos requested.

I have completed any/all social media content requested.

I have gained consent from anyone featured.

I have sent the content to the agreed point of contact.