

## **Tips of advertising on AUB Advantage Career Hub and Student salary guidelines.**

Our vacancy platform gives employers the best opportunity to promote your vacancy directly to AUB students and graduates. Take time to build your profile, add images, a video – if you have a link to a company blog, then add that too if you wish. Once you have added your profile you are then able to add jobs to the site and students will be able to refer to your profile for additional information.

To make your advert really stand out for students here are a few guidelines:

### **Promoting your position:**

Explain what the job entails, what kind of company they will be working with – your values – sell the role to the candidates by giving a context and idea of the projects / clients they will be working with.

Demonstrate flexibility – many candidates looking at the role will not have a huge amount of experience yet – show that you are looking for potential and are willing to help them develop.

**Position Title:** Try to think about how students would search for a role – try to describe the role and the industry or type of company in the title.

**Contract Type:** It is important that the correct category is selected as students will be searching using this criteria.

**Job Category:** Select the correct category as students will also be searching for this

**Tag:** This is important as students will be looking for roles associated with their course – click on different relevant tags so that your job comes up on their search.

**Application Procedures:** Be clear on how you want candidates to apply. If you would like to receive a CV and Cover Letter and if you need to see a portfolio or show reel.

**Deadlines:** Many students will prioritise jobs which have a fast approaching deadline. If you want to receive applications ASAP, but the position is open for longer, it is better to set a more immediate deadline and extend it if you need more applicants

**Salary:** Avoid terms such as 'TBC' or 'DOE'. If you just put that the salary is 'Competitive' it makes it hard for candidates to judge whether the role is pitched at their level. Stating '£25,000 - £30,000 depending on experience' would be work better.

Salaries are subject to the [national minimum wage](#) and the requirements of equal pay and discrimination legislation. In general, a new employees should be paid at the same level as the previous employee unless there is a formal system for increments or length of service.

**Salary Checker:** Unsure of the average wage for a particular job? [Prospects](#) and [TotalJobs](#) can be used to compare average salaries for different jobs or industries within any location in the UK.

## Payment guidelines for creative projects and freelance

For freelance roles, this is generally decided between the student and the employer. However, some general guidelines can be found below. Price will depend on the student’s experience and they’ll set their own fees. Be aware that AUB Graduates also access the site.

£12.50 an hour minimum. However, for some jobs students may charge per project. This price takes into consideration that the student is still developing their skills and knowledge.

Some ideas for prices are below but students will negotiate the fee with you.

Video	£100/day – this may require two students to work together each earning £100 each  £600 for a corporate video which includes
Video Editing	£80 per day – it’s likely that this could be two days of editing per day of filming.
Photography	£100 half day with basic editing
Photograph Editing	£50 per day per day of photography
Web design	Price depends on functionality
Branding	£250 Branding Creation of Company logo, colour palette and selection of fonts by one student including two rounds of revisions
Graphic Design /Illustration	£100-150 per day – for a current student with little experience, the price could be approx. £300-450 for a book – depending on number of pages, deadlines etc plus royalties. This must be written into any contract. In the case of a book royalties are normally between 4-7% of sales  Spot Illustrations approx. 25-40 a spot depending on complexity of illustration  £75-100 for an A4 poster or flyer
Murals	£100 a day plus material costs

### Next steps in the Process

Once you’ve filled in your profile and added the job description your job will be reviewed and if deemed appropriate, it’ll be advertised on the AUB Advantage Career Hub which is accessible to all AUB students, staff and AUB Alumni. **Arts University has the right to reject any role they decide is inappropriate.**

By advertising on the hub, the employer accepts Art University Bournemouth’s you accept our [terms and conditions](#)

**Careers and Employability March 2023**