

Tips of advertising on AUB Futures Hub and student salary guidelines.



Our vacancy platform gives employers the best opportunity to promote opportunities directly to AUB students and graduates.

Employers can add opportunities here: <https://aub.targetconnect.net/unauth/employer/login>

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'll be working with – your values. Sell the role to the candidates by giving a context and idea of the projects/clients they'll be working with.

Demonstrate flexibility – many candidates looking at the role won't have a huge amount of experience yet. Show that you're looking for potential and are willing to help them develop.

Position title: Try to think about how students would search for a role. Describe the role and the industry or type of company in the title.

Contract type: It's important that the correct category is selected, as students will be searching using this criterion.

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'd like to receive a CV and Cover Letter and if you need to see a portfolio or showreel.

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's 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 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's 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/day – it's likely that this could be two days of editing per day of filming
Photography	£100 half-day with basic editing
Photo editing	£50/day per day of photography
Web design	Price depends on functionality
Graphic design	
Branding	£250 Creation of company logo, colour palette and selection of fonts by one student, including two rounds of revisions
Graphic design /Illustration	£100-150/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 added the job opportunity, your job will be reviewed and, if deemed appropriate, it'll be advertised on the AUB Futures Hub, which is accessible to all AUB students, staff and alumni.

The University has the right to reject any role they decide is inappropriate.

By advertising on the hub, the employer accepts AUB's [terms and conditions](#)

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For further support please email futures@aub.ac.uk