

Terms and Conditions

Student Content Creator Team

I. The objective and the coordinator of the Student Content Creator Team

The International Centre of the University of Pécs (hereinafter referred to as the "University") coordinates the Student Content Creator Team (hereinafter referred to as the "Team").

The Student Content Creators (hereinafter referred to as the "Content Creators") are creative and motivated international students who voluntarily represent student life at the University of Pécs through engaging social media content. The primary objective of this initiative is to authentically showcase international student life at the University to prospective students and the broader community via platforms like Instagram, TikTok, and Facebook.

II. The term of the Program

1 October 2025 - 30 September 2026

III. Responsibilities of Student Content Creators

1. The Content Creators are current full-time international students with active student status. They act as digital storytellers and social media contributors, giving an authentic, student-centered perspective of life at the University of Pécs and support the work of the International Marketing Office (hereinafter referred to as the "IMO").
2. The Content Creators should have a good understanding of their departments/institutes and courses (including those outside their subject area) or be willing to learn about the university's facilities and services.

The tasks expected of the Content Creators:

- Join monthly brainstorming meetings organized by the IMO.
- Creating Instagram Stories, Reels, and TikTok videos
- Submitting content ideas and drafts via Teams or SharePoint
- Participating in fun creative challenges and team activities
- Attending one kick-off workshop and brief bi-weekly check-ins

Expected content contribution:

- **1 Instagram Story per week**
(including 1-2 Q&As or AMAs per month)
- **Minimum 3 Instagram posts or Reels weekly**
(at least one with an engaging question)
- **Minimum 3 TikTok videos weekly**
(can overlap with Instagram Reels)

IV. Intellectual Property and Usage Rights

All content created by the Student Content Creators (including but not limited to videos, photos, captions, graphics, written posts, and any multimedia materials) in the scope of their role in the Team shall be considered as created for and on behalf of the University of Pécs.

By participating in the program, the Content Creators irrevocably assign all rights, title, and interest, including all intellectual property rights, to the University of Pécs. The University shall have the exclusive, royalty-free, worldwide, perpetual right to use, reproduce, adapt, publish, distribute, edit, and share the content, in whole or in part, for educational, informational, marketing, promotional, and institutional purposes, in any media and format (including social media, websites, publications, and offline use).

The Content Creators waive any claims to royalties or compensation and acknowledge that they shall not use or authorize others to use the content independently for commercial purposes or in any way that conflicts with the interests of the University.

This clause applies to all materials submitted or published during the term of the Program as defined in Section II.

V. Conduct and Compliance

Content Creators must represent the University positively and respectfully, upholding its reputation at all times. Misconduct or any action that may damage the University's image may result in immediate dismissal from the Team.

Participants are required to read and comply with University policies, including but not limited to:

- [Data Protection Regulation of the University of Pécs](#)
- [Privacy Policy - SCCT](#)
- [Communication and Conduct Manual](#)
- Central and Faculty-level Branding Guidelines

Violations of any institutional regulations or failure to meet the expectations will result in immediate removal.

Content Creators participate as volunteers. They are not employees or legal representatives of the University and may not make legally binding statements or accept awards on behalf of the University. They are responsible for clarifying this to third parties when necessary.

VI. Personalized Certificate

Content Creators receive a personalized certificate for their participation issued by the International Centre at the end of the program.

The supervisor of the International Centre:

- name: Mr. Péter Árvai
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