

# **MARKETING & COMMUNICATIONS COORDINATOR JOB DESCRIPTION**

**Salary:** £19,586-£21,842 (Grade 4)

**Responsible to:** Student Engagement Manager

**Responsible for:** None

**Functional Relationships:** Students' Union Staff, Elected Officers, University Marketing Staff

**Closing Date:** TBC

# INTRODUCING OURSELVES

## Who are we?

We are University of Northampton Students' Union!

We are a registered charity, completely independent from the University. Led by students, backed by volunteers and staff, we seek to ensure that our member's time at the University is the best it can possibly be – that it is rewarding, fulfilling and memorable.

All students automatically become members of the Students' Union – a vibrant community of around 13,000 – as soon as they enrol and it's absolutely free! Our members are entitled to all of our services and opportunities, including sports, societies, volunteering, advice and representation, our retail and catering outlets and our nightclub.

Whatever their passion or interest, time commitment or background, it couldn't be easier for our members to get involved in an activity at the Students' Union – we have something for everyone. There are more than 35 sports clubs to choose from, ranging from Cheerleading to Rugby League, plus diverse societies including the History Society, Chinese Cultural Society and Disney Society! Even if you they can't find the one they're looking for, they can start their own!

We also provide academic representation. Through our five democratically-elected Sabbatical Officers and hundreds of Student Representatives, we offer support when our members need their voice to be heard, have queries about their course or just feel a bit homesick. The Students' Union is always here for them.

The new Waterside Campus boasts our grade II-listed venue, the Engine Shed. It offers everything, such as coffees and paninis, space to unwind and a home on campus for our numerous services. Waterside also houses the SU –run Art Shop, located within the Create Hub. We have also invested in a new nightclub in the town centre, [The Platform](#). Spread across three distinct spaces, The Platform offers a multitude of music styles with luxe, comfortable furnishings offset against contemporary fixtures, alongside premium spirits and beverages. With Milk It Mondays and LOCO every Wednesday, in addition to our regular Friday and Saturday club nights. The space also boasts a spacious café, and two state of the art conferencing suites. The Platform really has something for everyone!

For those in halls on the old Park Campus, we have our UniExpress store, which provides affordable products at your convenience.

We look forward to seeing you soon!

## Organisation purpose

### Our Vision

The University of Northampton Students' Union is recognised by all our student members as an integral part of their student life.

Our long-term aims are to ensure all Northampton students:

- Receive the best possible education during their time at the University of Northampton.
- Live and work within a campus community and physical environment in which they can prosper, underpinned by a network of support services they can turn to when they need it most.
- Feel supported in their personal and professional development outside of the classroom

### Our Mission

To represent, inspire and support our members to proactively shape an outstanding student journey.

We will do this by:

- Developing a new system of academic representation that advocates and inspires students to create meaningful change.
- Creating new opportunities for students to take on meaningful leadership roles, with clear pathways for progression, supported by a comprehensive programme of training.
- Developing and embedding a new network of support services and initiatives.

### Our Values

Our values underpin everything we do. As a students' union we are:

- **Caring-** We put our students first, supporting them at every stage of their journey.
- **Inspiring-** We use our unique relationship with our student members to inspire them to achieve their goals.
- **United-** We unify our student members around their common causes to produce shared benefits.
- **Student Owned-** The organisation is led by our student members, driven by student decisions and is accountable to them for everything it does.
- **Respectful-** We celebrate our differences; by respecting the diversity of our student membership, staff and other stakeholders we cultivate an inclusive community.
- **Bold-** We will be clear and decisive in our decisions, confident in our views and courageous in our actions.
- **Relevant-** We will always strive to understand the needs of the broader student membership, revising our approach to improve our offer.

## Strategic Priorities 2018-21

|                                      |  |
|--------------------------------------|--|
| <b>Student Wellbeing 1 (SW1)</b>     | Developing and delivering a range of services and programmes that responds to the needs of our student membership-supporting students out of isolationist behaviours, supporting them in their transition to University life and addressing their mental wellbeing whilst studying at Northampton  |
| <b>Student Wellbeing 1 (SW2)</b>     | Comprehensively promoting the Students' Union, University and trusted strategic partners' support services such that students understand what support is available to the and how it can be accessed alongside communications that look to address the stigma associated with open conversations around issues of student wellbeing and mental health.   |
| <b>Student Wellbeing 1 (SW3)</b>     | We will look to develop bystander intervention training and techniques among our student leaders and volunteers to enable them to support their peers and the broader Northampton community in an impactful way, through issue identification, intervention and signposting to professional services.  |
| <b>Academic Experience 1 (AE1)</b>   | Building a representative team that reflects our values. That is transparent and enables our members to see what work is being undertaken and what changes are being made. That fosters honest, constructive and respectful conversations that proactively shape the organisation's position on student issues. That is accessible to and reflective of our diverse student membership. That champions best practice and success in addition to advocating for change. |
| <b>Academic Experience 2 (AE2)</b>   | Delivering an ambitious programme of training and development opportunities that provides students with the skills, knowledge and confidence they need to effectively advocate for their peers and inspires them to create meaningful change at course, programme, subject and faculty level.  |
| <b>Academic Experience 3 (AE3)</b>   | Working collaboratively, in partnership, with the University of Northampton in the development, design and delivery of student programmes, initiatives, events and resources that support students to grow and achieve their ambitions. Contributing to all discussions on student matters of importance and cementing our position as the definitive voice of the student body.   |
| <b>Academic Experience 4 (AE4)</b>   | Articulating student expectations to the University and, in partnership with the institution, defining clearly the quality standards our members can expect from their time at Northampton with respect to teaching, academic services and support.  |
| <b>Student Opportunities 1 (SO1)</b> | Creating opportunities for students to demonstrate and develop their leadership and team working skills, alongside a comprehensive leadership training programme and clear development pathway for students to progress.   |
| <b>Student Opportunities 2 (SO2)</b> | Embedding soft skill development within all student opportunities that enables our membership to become confident contributors to society.   |
| <b>Student Opportunities 3 (SO3)</b> | Supporting students in the identification, recording and articulation of the skills they have learnt through their involvement with Students' Union opportunities.   |

## Principal Duties and Responsibilities of post-holder

| Link to strategy | Role/responsibility  |
|------------------|--|
| SW2              | Work with Union staff and Elected Officers in planning and producing effective communications content in support of the full range of Union services and activities.   |
| SW2              | Ensure that the organisation is delivering its Social Media strategy, and along with the Student Engagement Manager make sure required actions link well to the organisation's strategic objectives.   |
| SW2              | Support Union teams with their communications to stakeholders including web content, emails and social media posts.  |
| SW2              | Deliver creative written content including news articles, designed resources, event updates and competitions to drive deeper engagement with target demographics, ensuring that they follow the organisation's "Brand Voice Guidelines", providing a consistent tone of voice. |
| AE1              | Ensure that the elected officers' political objectives are understood and clearly reflected within organisation communications, reflecting that transparency to our membership is of utmost importance.  |
| SW2              | Generate content for all Students' Union social media channels, scheduling relevant content in line with the organisation's communication's priorities, outlined in the Operational Planning Committee.  |
| SW2              | To content manage the Students' Union website and its microsites, acting as the primary contact for staff and volunteers.  |
| SW2              | Provide timely and accurate reports on the performance of the Union's digital channels, and make recommendations for improvements.   |
| SW2              | Examine methods of increasing user engagement through content creation.  |
| SW2              | Assist and support staff and officers to capture positive impacts that the organisation is having, enabling them to provide the organisation with high-quality case studies that support our communications and influencing objectives   |
| SW2              | Ensure our staff, external suppliers and volunteers follow brand guidelines and social media policies in order to best maximise the impact of our communications.  |
| SW2              | Recommend and advise on new digital development opportunities in line with organisational strategies and user demand, including the proposed use of new communication platforms.   |
| SO2              | Provide training on the appropriate and effective use of social media to Students' Union staff and volunteers.   |
| SW2              | Contribute to the development of the annual communications and content calendar, and inform the Operational Planning committee of progress and feedback on the organisation's six-week rolling action plan.  |
| AE4              | Liaise with University Staff and external organisations on matters relating to marketing and communications.   |

## ***To contribute to the overall effectiveness of the Union***

- Attending all meetings and training events as required, providing reports where requested.
- Ensuring that statutory and legal obligations are met.
- Ensure our financial sustainability by adhering to all financial procedures and processes of the Students' Union.
- Promoting the Students' Union's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental.
- Contributing to the positive image of the Students' Union with students, the University and the local community.
- Be clean, tidy and professional in appearance, wearing identification and (where stipulated) a uniform, which will be clean and ironed.
- Working with the team, to provide mutual support, and ensure a full service is maintained at all times, providing cover as necessary.
- Be flexible in your approach to work, able to work at any site as required, and unsocial hours as required in order to meet organisational objectives and projects.
- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives and supporting your own development by taking part in training opportunities as agreed by the Students' Union.
- Such other duties and project as may be reasonably prescribed by the Union, appropriate to the grade and responsibilities of this post.
- It is important to know that you will be expected to participate in any training programme considered relevant to your job. The Students' Union expects all staff to participate and take ownership of their induction, personal review programmes, departmental staff meetings, training, and networking opportunities.
- The job description may be altered at any time in the future in line with the level of the post to meet changing institutional requirements, but only in full consultation with the post holder.



## PERSON SPECIFICATION

## Marketing and Communications Coordinator

| Attributes                       | Criteria   | Essential   | Desirable              | Assessment Methods:<br>Application Form<br>Interview<br>Test<br>Presentation |
|----------------------------------|--|---|------------------------|--|
| Qualifications                   | <ul style="list-style-type: none"> <li>A relevant marketing or media qualification at degree level e.g. BA Marketing, Advertising, BA Media &amp; Journalism.</li> <li>GCSE Maths and English or equivalent</li> </ul>   | X<br><br>X  |                        |  |
| Skills, Knowledge and Experience | <ul style="list-style-type: none"> <li>Previous experience of producing marketing materials in a fast-paced commercial or non-profit environment</li> <li>Previous experience of copywriting for web and social media</li> <li>Experience of end to end campaign design and delivery</li> <li>Confident in the use of HTML and CSS</li> <li>Working knowledge of Adobe CS packages, including Illustrator, Photoshop, InDesign and Flash</li> <li>Proficient in Microsoft Office e.g. Word, PowerPoint, Excel.</li> <li>An understanding of and interest in contemporary marketing, advertising, content and design practises and trends.</li> <li>Excellent communication skills, both verbal and written, with an ability to relate to and communicate effectively with people from different backgrounds and cultures.</li> <li>Ability to operate effectively in a complex, fast paced working environment, with the interpersonal skills and acumen to develop productive relationships with a range of stakeholders</li> <li>Excellent organisational and self-management skills.</li> </ul> | X<br><br>X<br><br>X<br><br>X<br><br>X<br><br>X<br><br>X | <br><br><br>X<br><br>X |  |

|  |  |          |          |  |
|--|--|----------|----------|--|
|  | <ul style="list-style-type: none"> <li>• Commitment to the Students' Union's values and the demonstration of these in your work.</li> <li>• Previous experience of producing marketing materials in a fast-paced commercial or non-profit environment</li> </ul> | <b>X</b> | <b>X</b> |  |
|--|--|----------|----------|--|