

Communications & Marketing Manager Maternity Cover

Vision

Our vision is to make a difference to every student.

Mission

It's our mission for every student to discover new things, build friendships and love your time at ARU.

Values

We are:

Challenging

We push ourselves, the university, and students to think and do things differently.

Collaborative

We are better when we work together.

Creative

We think outside the box, learn from mistakes, and use our imagination.

Inclusive

We will champion the diversity of our students and their communities.

Sustainable

We will champion wellbeing, equality and justice; make ethical decisions and help to grow a cleaner, fairer planet.

Reporting to: Commercial & Marketing Director

Responsible for: Graphic Designers, Communications and Marketing Coordinators, Social Media Coordinator.

Functional Relationships: Executive Officers, Students' Union Managers, University staff, external agencies

Section: Commercial & Communications

Any other relevant information:

Salary: £38,478.72 (grade 5.1)

Hours of work: 35 hours per week / Flexibility required, one-year fixed term maternity cover

Work base: Cross Campus. Please note that the post-holder will be required to work at other University sites as necessary.

The Students' Union is fully committed to its policies and procedures on Equality & Diversity and Inclusion.

Purpose of the Job:

To manage the Communications & Marketing Team and support departmental managers in the effective delivery of projects. Identify and develop new projects which aim to engage our members and help them to understand the mission and values of the Students' Union. Ensure our brand is always consistent, clear and understandable.

Key responsibilities:

- Manage and develop the Union's communications channels across all campuses.
- Provide expert advice on the strategic developments of the Union's communications channels, notably web, social media, email, traditional media and digital screens.
- Manage the delivery of communication and provide support and guidance in its development at all levels of the Union.
- Continually drive the innovation and improvement of the Union's communications, ensuring that marketing and communication materials are accurate and up-to-date.
- Protect and build the Union's brand and oversee Students' Union staff and Officers correct application of our brand.
- Manage communications and relationships with the University and wider stakeholders, for example external service providers, local media and press.
- Ensure the data management systems are compliant with the Union's data protection policy.
- Manage the development and delivery of communications and marketing training for Students' Union staff and elected Officers.
- Lead the Union at all levels in the development and use of new digital technologies in the successful delivery of the Union's objectives.
- To lead in the management of the Union's media partnerships and sales.
- Support the Commercial Manager in the effective and consistent marketing of all Students' Union outlets.

Management of the Communications Team:

- Conduct regular team meetings, staff one-to-one meetings and appraisals.
- Manage staff in a fair, consistent and professional manner, encouraging learning and development to maximise their personal potential in their current and future job roles.
- Develop, deliver and evaluate the team's departmental plan, especially in relation to equality, diversity and inclusion.
- Set, manage and monitor budgets relating to communication.

Other:

- Maintain an up-to-date knowledge of Higher Education, Students' Unions, developments and best practices.
- Actively promote exceptional customer service, taking a proactive approach at all times.
- Carry out any other duties or projects as may be assigned to the post-holder by the Students' Union and which are reasonably consistent with the position.

The Students' Union expects all staff to participate in any training programme, meeting or conference considered relevant to your job. The Students' Union expects all staff to participate in, and take ownership of their Induction, Personal Development Review,

Departmental Staff Meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the Staff Handbook, and within Departments of the Students' Union.

A condition of employment is that all staff are expected to assist in key events throughout the year e.g., Welcome Fair's, Elections, Open Days and any other key events. Staff are expected to portray a positive image, both internally and externally of the Students' Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.

Criteria	Essential	Desirable	How Identified
Education/Qualifications			
Minimum G.C.S.E. or Level 2 equivalent English and Maths	✓		E
Degree		✓	E
First Aid certificate		✓	E
Evidence of continual professional development in a related field		✓	A/E
Knowledge & Experience			
Experience of working in a similar role in a membership organisation.	✓		A
Preparation and presentation of reports and analysis	✓		A
Developing action plans and strategies to increase participation and engagement.	✓		A
Planning and delivering of impact led campaigns focussed on making positive change.	✓		A/I
Managing and motivating staff or volunteers.		✓	A/I
Managing research projects		✓	
Skills & Abilities			
Computer literacy and keyboard skills (Microsoft Office)	✓		A
Ability to coordinate events		✓	A/I
Excellent communication skills both written and oral	✓		A/I
High attention to detail	✓		A/I
Time management and prioritising skills	✓		A/I
Personal Qualities			
Patience, enthusiasm, ability to motivate others	✓		I
Commitment to working in a democratic environment	✓		A/I
Flexible and adaptable approach to work and working hours	✓		A
Customer focused with the ability to work with a range of people	✓		I
Other			
Understanding of and commitment to the principles of equal opportunities	✓		A/I
A desire for self-development and willingness to engage in training opportunities	✓		I
Ability to travel independently to other locations when required	✓		A
E: Evidence, A: Application Form, I: Interview T: Testing Methods			