Design and Communications Coordinator

Recruitment Pack
Welcome

Thank you for your interest in City, University of London Students’ Union (the Union) and becoming the Design and Communications Coordinator. This pack contains an overview of the Union, the role and information on how you can apply.

The Union exists to represent all 19,000 of our members - every City student. We’re run by students, for students, and provide support, representation, advice and activities throughout the good times and the tough times.

We’re governed by a board of ten Trustees, who work alongside our student Officers, small staff team, and hundreds of student volunteers to run a thriving and active students’ union in the heart of London. The Union has gone through continual development over the past two years after recruiting a number of staff to re-energise the Union. It’s an exciting time for us, with a new strategic plan, rebrand and new physical space for our services.

This is a great opportunity to take on an essential role in a developing and dynamic charity committed to changing lives and we look forward to your application.

Kristina Perelygina
Board of Trustees
Chair 18/19

Philip Gilks
Chief Executive
About Us

With a rich history spanning over 100 years, City, University of London Students’ Union is the primary organisation representing the views of over 19,000 students at City, University of London to the institution and beyond.

With 3 Full-Time Student Officers, a small team of permanent staff and the involvement of student volunteers, the Union is at the heart of activity on campus. The Union delivers a range of services and support for its members, from independent academic advice to supporting our Programme Reps to enhance their course, to promoting the employability and development of students through our Student Activities department. The Union also runs a Shop which sells a range of products, including ethically sourced University branding clothing, merchandise, confectionary and stationary.

The Union is striving to develop as an organisation and has recently become a Company Limited by Guarantee, moved into a new space on campus and successfully increased its block grant to support this.
Our Vision, Values & Strategy

Our Vision:
“City Students’ Union: A high quality, sector-leading students’ union”.

As a students’ union, we must constantly be striving to be the very best organisation for our membership, no matter which direction they lead us. This means we should always be high quality and at the forefront of our sector.

Our Values:
We are Inclusive. We are Broad-minded. We are Creative. We are City Students’ Union.

At the heart of everything that the Students’ Union does are its values. They give us our identity, guide how we make decisions, and how we conduct ourselves. We are proud that our values are unique, giving us an identity and way of working that is rarely replicated.

We are Inclusive.
We believe that equality is achieved when we are inclusive of all of our members. We are committed to the principles of social justice. We believe that our members should have equality of access and participation in the Students’ Union and our activities. We are committed to the principles of equity, recognising the differences that our members have and giving them the tools to succeed.

We are Broad-minded.
We realise that we do not have all of the answers and we should always be open to change and challenging our way of thinking. We are continually learning, talking and sharing information with our students and stakeholders to ensure that we are making the best decisions and offering the best services for our members.

We are Creative.
We celebrate our history, but we are not constrained by it. We are continually on a journey of self-discovery and self-determination, and we support our students on their own journeys. We are not afraid to take risks, try new things and forge a new path for ourselves, the University, and its students.

Our Strategy:
Our strategy to be a high quality, sector-leading students’ union is simple but bold.

“Through active partnerships and dynamic student representation, we will create connected communities, full of opportunities where students can individually and collectively grow together by 2020.”
**Who Are We Looking For?**

We are seeking a dynamic, inspirational, collaborative and creative individual to become our new Design and Communications Coordinator. Reporting to the SU Marketing and Communications Manager, this role will be responsible for carrying out the majority of design work as well as contributing to the overall communications and marketing function across the Union.

You may already be an experienced staff member within a students’ union, but we are also interested in candidates from different sectors who bring transferable skills and are motivated to deliver sector-leading communications for the Union.

Our ideal candidate will be a talented designer who is able to continue to develop the brand of the Union using a range of different software packages. The ideal candidate will have a can do attitude and will enable the staff and officer team to deliver exciting projects that engage with a variety of different stakeholders. In addition, the successful candidate will be experienced in using social media and delivering marketing campaigns.

The Union is at a key stage in its development, has recently become a charitable company limited by guarantee, and on the 1 August 2017 took on the responsibility for managing its own finance, which was previously done by the University.

City attracts around 19,000 students (48% postgraduate), well above the sector average for graduate employability in most subjects and eleventh in the UK for starting salaries. City joined the University of London in 2016.

The role comes with considerable benefits as an employee of City, University of London including a pension scheme and benefits including a comprehensive package of staff training and development. The full salary range is £24,983 - £28,098 and the successful candidate will start at the bottom of the salary range.

Whilst all applicants will be judged on merit alone, we particularly welcome applications from ethnic minority candidates, as this group is currently under-represented within the Union.
Role Profile

Post: Design and Communications Coordinator

Department: City, University of London Students’ Union

School: N/A

Grade: 4

Tenure: Full Time

Responsible to: SU Marketing and Communications Manager

Responsible for: Occasional Temporary Staff and Student Volunteers.

Job Purpose

The purpose of this role is to produce promotional content and coordinate the communication activities of the Students’ Union. This role will support the SU Marketing & Communications Manager in ensuring that the Union engages with all of its key stakeholder groups. The post holder will help develop and build the Union’s ability to communicate its services, activities, and campaigns and deliver a wide range of media and communications.

Principal Accountabilities

Content Production

- Produce a wide range of promotional materials for use across digital, social and print media
- Support the line manager to coordinate the production process from start to finish. This involves taking briefs from students/staff within the University, producing/editing copy and adherence to City Students’ Union Brand guidelines
- Understanding and interpreting important messages into engaging content, designing materials for print, deciding which method of communication is most appropriate - digital or social media depending on the brief and liaising with printers on how work should be presented.
- Forming content plans with deadlines for each piece of design work in conjunction with the line manager.

Graphic Design

- Designing content for use across digital, social and print media.
- Checking design briefs are produced for the correct medium and that they adhere to the guidelines (e.g. exporting files with bleed marks and in CYMK colour for external printers, and 1920 x 1080px for TV screens).
- Ensuring adherence to City Students’ Union Brand guidelines.
Website Administration
- Regularly update website content to inform students and staff of new SU campaigns and projects. This work is allocated by the line manager or other staff members within the SU.

Social Media Coordination
- Make regular updates and add new content to our social media channels (Facebook, Twitter, etc.), planning and releasing content as part of larger campaigns as outlined in content plan.
- Answer and respond to basic design and marketing communications related queries via social media channels from staff, students and members of the public. Direct any complex queries or requests to line manager.

General Administration
- Liaise with external printers to ensure that promotional materials are quoted, printed and delivered on time
- Ensure the correct financial procedures are followed when ordering designed materials
- General ad hoc administrative tasks, including providing support to other team members within the SU.

Reports
- Prepare monthly reports for the line manager on the performance of communications channels – website, social media and email. Analyse data and review performance in conjunction with the line manager to help understand which platforms receive the most visitors.

Context
This post is designed to improve the way that we communicate with our members. By assisting the SU Marketing & Communications Manager, you will help increase the levels of engagement that students, academic, and professional staff have with the Students’ Union.

Attendance at conferences and meetings, both internal and external, will be necessary. The post holder will be expected to assist in key events throughout the year e.g. Fresher’s Fair, Balls and other key or special event. Hours of work will also vary depending on operational requirements and periods of peak activity. Staff are expected to portray a positive image at all times, both internally and externally of the Students’ Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.

The post holder will have to be pro-active, flexible and have an ability to prioritize a varied and demanding portfolio of work.
Additional Information

- The post holder must at all times carry out their responsibilities with due regard to the University’s Equal Opportunities Statement.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of the University.
- Sustainable Development
  The University is committed to a policy of best practice to assist in building a sustainable way of life by taking a positive, solutions-orientated approach. All post holders are encouraged to contribute through their roles to improving the environment, for the University and the wider community. Details of policy, information and staff development supporting the policy on the environment and sustainability can be found at www.city.ac.uk/green-policies.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the post, Department, School and the University.

Job descriptions should be regularly reviewed and at least prior to the annual appraisal, if applicable or on a regular basis to ensure they are an accurate representation of the post.
Candidate Specification

Qualifications

Desirable
- Educated to A-Level or equivalent qualification

Knowledge and Experience

Essential
- Working knowledge of preparing documents/content for digital, social and print media
- Working knowledge of the Adobe Creative Suite programs (any of Photoshop, Illustrator, or InDesign)
- Knowledge of adding content to social media channels - Facebook, Twitter and Instagram
- Demonstrable design/graphic design work experience

Desirable
- Experience in a role with content production
- Experience of editing copy
- Experience of contributing to planned campaigns

Skills and Abilities:

Essential
- Intermediate MS Office IT skills – Word, Outlook.
- Be able to work individually or as part of a team
- Ability to interpret messages/content in an engaging format and design

Personal Qualities:

Essential
- Desire to work within a democratic student-led environment
- Customer focused
- Understanding of and a commitment to Equality of Opportunity
- Empathy with the aims and values of City, University of London Students Union
Salary and Conditions of Service

Staff of City Students Union are employed by City, University of London on behalf of the Students’ Union, to perform such functions as are agreed by the Trustee Board and will be subject to the normal terms and conditions of employment and policies of the Institution. The salient features of conditions of service for Senior Administrative, Senior Library & Computer Staff are as follows:

- Salary: will be within the range of £24,983 - £28,098 per annum. This is on Grade 4 of the salary scales for Senior Administrative, Library & Computer Staff. Applicants will start at the bottom of the salary range.
- Annual Leave is 30 days, plus 8 statutory and 3 additional days during the Christmas holiday period.
- You will be automatically entered into the pension scheme with the option to opt out.
- All offers of appointment are subject to City, University of London receiving satisfactory references and medical clearance.
- All posts at City, University of London are subject to reasonable adjustment under the Equalities Act (2010).
- All appointments at City, University of London are subject to a probationary period.
- The appointment is terminable by one months’ notice on either side.

Further Information

We operate a no smoking policy.

City, University of London offers an excellent pension scheme, generous leave allowance, season ticket loan, a good working environment, and access to our student fitness and social facilities.

City, University of London confirms its commitment to equal opportunities in all its activities. It is intended that no job applicant or employee will receive less favourable treatment on the grounds of political belief, sex, sexual orientation, disability, marital status, race, nationality, ethnic origin, religion or social class. Selection and promotion criteria will be kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits, and are not disadvantaged by conditions or requirements, which cannot be shown to be justifiable.

If you have a disability and are interested in this post, your application is welcomed.
How to Apply?

Applications Close: 11.59pm Tuesday 31 July
Interview Date: Thursday 9 August

All applications for City Students’ Union roles are administered by City, University of London Human Resources Department. Please follow the link below to apply for this role:

https://www.city.ac.uk/about/working-at-city

If you have any questions regarding the role or organisation, please contact the Chief Executive at philip.gilks@city.ac.uk