SU Marketing and Communications Manager
Recruitment Pack
Welcome

Thank you for your interest in City, University of London Students’ Union (the Union) and becoming the SU Marketing and Communications Manager. 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.

Olesea Matcovschi
Board of Trustees
Chair 17/18

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 committed individual to become our new SU Marketing and Communications Manager. Reporting directly to the Chief Executive, this role will lead the communications and marketing function across the Union with support from the Marketing and Communications Administrator.

You may already be an experienced coordinator or manager 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 editing websites, delivering marketing campaigns and generating income through external marketing opportunities.

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 £28,936 - £35,550 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: SU Marketing and Communications Manager

Department: City, University of London Students’ Union

School: N/A

Grade: 5

Tenure: Full Time

Responsible to: Chief Executive

Responsible for: Communications and Marketing Administrator, Occasional Temporary Staff and Student Volunteers.

Job Purpose

The purpose of this role is to develop the Unions ability to communicate with its members and increase their awareness of Union services, activities and campaigns by developing and delivering the Union’s media and communications activity including printed and internet publications, social media, website and face to face activity.

Principal Accountabilities

Media and Communications

- Alongside the Chief Executive, work with Union staff and Elected Officers in planning and producing effective communication strategies in support of the full range of Union services and activities
- To create and develop the Union website and social media platforms
- To produce, write copy and distribute all mass email communications with students and stakeholders, including appropriately segmented weekly emails with all students, sports players and society members
- Alongside the Chief Executive work with Union staff and Elected Officers to produce and distribute press releases as required
- Examine methods of increasing our user engagement through communications activity through analysis of communications effectiveness
- Provide technical support to other staff in website management
- Be responsible for the technical maintenance of the website software, identifying and resolving any problems or issues with the software
- Management of the media and communications budget
- To line-manage relevant staff and volunteers
Design and Production
- To design all major publications, including handbooks, annual reports and any other sourcing best value, quality design/print services.
- Ensuring that all publications and reports are designed and produced in line with agreed project plans

Membership Insight
- Provide insight on making intelligent use of Union data to help us deliver effective marketing campaigns through in-depth data analysis
- Keep up to date with new trends and best practice in the use of data in marketing
- To work within good practice guidelines in handling, using and maintaining personal data

Media Sales
- To generate income for the Union via Media sales through targeting local and national business year round
- Manage relationships with advertisers and ensure that contractual requirements are completed
- To manage stall sales and advertising sales at the annual Freshers Fair
- Source and drive sponsorship for the organization
- Build a network of contacts internally and externally to the organization to increase sales and general promotional opportunities

Student Media
- To fully support, develop and train City Students’ Union Media Volunteers including training in industry standard design packages, best practice in design and media law.
- To fully engage Local and National Stakeholders with City Students’ Union Media.
- To ensure Student Media content stays within media law by regularly monitoring and reviewing content

Training and Development
- To provide training in Desktop Publishing (DTP) and other relevant software to Officers, staff and volunteers, specifically for City Students’ Union’s Newspaper, Radio Station and Website.

General Responsibilities
- Respect the democratic structure of the Union at all times.
- Ensure the delivery of a positive image of the Union, both internally and externally by displaying high standards of professionalism, politeness, conduct and service.
- To undertake any other duties within their competence, to provide operational cover for colleagues including absence and periods of peak workload as required.
Context

This post designed to improve two-way communication with the membership and to coordinate all areas of communication, marketing and promotion in both a physical and online capacity. The post holder will be expected to create an environment which creates a culture of excellence in customer service, where customer needs and expectations are identified, measured and met or exceeded at all times.

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.
Union Structure

Senior Leadership Team

- President / Chair of the Board of Trustees: Olliee Matovuosi
- Vice President Education: Mark Arab
- Vice President Activities and Development: Zuheir Riaz
- Chief Executive: Philip Gills
- SU Head of Membership Development: Hannah Roberts
- SU Head of Finance and Operations: Susan Borrow

Permanent staff

- SU Representation Manager: Vacant
- Societies Coordinator: Mark Riley
- Activities and Events Coordinator: Vacant
- SU Advice Manager: Adrian Scowce
- Administration and Finance Coordinator: Magdalena Katter
- Retail & Reception Staff: Various

Temporary staff / student volunteers / university staff

- Wellbeing and Insight Coordinator: Yasmin Bowman
- Academic Caseworker: Lam Clements
- Volunteer Student Advisors: 5-10 students

City University / Director of Student & Academic Services: Susannah Mansan

Last updated: 22 May 2019
Candidate Specification

Qualifications

Desirable
- Educated to Degree level or equivalent experience

Knowledge and Experience

Essential
- Knowledge of raising money via advertising and/or sponsorship/relationships with Agencies
- Knowledge of HTML and CSS.
- Efficient in using Apple Mac (and PC) based applications such as Microsoft Office (word processing).
- Experienced in producing designs to advertise and promote events.
- Experienced in producing layouts – create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.
- An understanding of what makes an effective brand identity.
- Experienced in creating artwork and implementing ideas for screen-based media and print based media.
- An understanding of media law.
- An ability to pass on skills to interns and student staff in a mentoring / coaching relationship.
- Experienced in editing websites and working with server host companies.
- A sound understanding of print process and production techniques

Desirable
- Understanding of the student market
- Experience of inputting into a commercial strategy
- An understanding of web based packages such as Dreamweaver and Flash.

Skills and Abilities:

Essential
- Approachable nature – able to mix with a range of people from diverse backgrounds
- Positive attitude, with a “can do” approach
- Excellent time management skills – being able to handle more than one job at a time and tight deadlines.
- Able to remain calm under pressure.
• Good project management skills, with a conscientious nature
• Ability to operate appropriate IT equipment to produce meaningful financial and operational reports

Personal Qualities:

**Essential**

• Desire to work in a student environment within democratic structures
• Committed to the principles and practice of equal opportunities, to include trust and respect for others
• 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 £28,936 to £35,550 per annum. This is on Grade 5 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 Wednesday 6 June
Interview Date: Friday 15 June

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