

## Job profile

<b>Job title</b>	Marketing and communications manager
<b>Reports to</b>	Head of marketing and insight
<b>Responsible for</b>	Graphic designer, social media coordinator
<b>Salary</b>	£31,620

### Job purpose

The postholder will be responsible for the operational aspects of the Union's marketing and communications work, seeking to publicise the Union's activities and services and to increase engagement and participation in those activities and services. The postholder will also generate commercial revenue through advertising, media sales, experiences and other new markets.

### Duties

- Develop and implement a marketing and communications plan to raise awareness of, and increase engagement and participation in, the Union's activities and services among members, University staff and local communities
- Support colleagues to embed a customer service ethic across the Union to improve service quality
- Support the head of engagement to develop and roll out a new brand for the Union and embed this in all our work
- Generate and distribute copy, press releases and content to support campaigns and information services
- Develop information- and change-led campaigns with colleagues
- Produce reports, presentations and other content to support the Union's work
- Generate commercial income through advertising, media and experience-related means
- Support the development of student media
- Manage contracts with relevant suppliers and contractors
- Manage and develop the Union's online presence and systems, including the membership management system
- Support the development of digital service delivery
- Manage the team's performance
- Manage the team's budget

### Additional responsibilities of all staff

- Be a team player by working with colleagues and students across a range of projects
- Maintain high standard of professionalism, confidentiality and respect for student, colleagues and visitors
- Adhere to and apply the Union's values, policies and procedures
- Be responsible for observing and implementing good health and safety practices
- Travel to/between and work at all three UEL sites when required
- Attend committees, meetings, training, conferences and other events
- Attend occasional weekend and evening events, according to organisational needs
- Participate in major Union events and activities as and when required
- Undertake any other duties as reasonably requested by line manager

## **Person specification**

All criteria listed are essential for this role except where stated desirable.

### **Education/qualifications**

- Educated to degree level or equivalent in marketing, communications or similar
- Postgraduate qualification in the above (desirable)
- Relevant continuing professional development (desirable)

### **Professional experience**

- Working in a similar role with proven success
- Developing and implementing marketing and communications plans (essential) in membership, not-for-profit or other similar organisations (desirable)
- Developing and maintaining relationship with key stakeholders
- Driving commercial growth through advertising, experiences, etc.
- Implementing new ways of working to enhance engagement and customer experience (essential) including digital service delivery (desirable)
- Supporting the development of student media (desirable)
- Managing teams of staff with proven success (essential) including designers, animators, copywriters, etc. (desirable)
- Managing and working in a matrix management structure (desirable)

### **Knowledge, skills and abilities**

- Excellent copywriting skills
- Excellent attention-to-detail
- Operational knowledge of online systems and solutions
- Trends in marketing and communications
- Understanding of data protection legislation and regulations
- Higher education and the challenges facing students and universities
- Excellent organisational skills including managing conflicting priorities and a diverse workload
- Able to take on responsibility for delivering tasks to ensure targets are met
- Able to communicate and work effectively in a team and using own initiative
- Excellent inter-personal skills including being able to clearly communicate with other staff members at all levels
- Excellent IT skills including Microsoft Office
- Innovative and creative approach to work

### **Personal attributes**

- Willing and able to work in a fast-paced, challenging environment
- Willing and able to work in a student-led, democratic organisation
- Willing and able to work flexibly including occasional evenings and weekends
- Understand and appreciate culture and climate of modern students' unions
- Sensitive to the needs of a diverse community and cultural differences