



London Metropolitan University
Students' Union

Job Title: Communications and Marketing Coordinator			
Post Reference No:	LMSUCMC-Aug20	Effective Date:	August 2020
Salary:	£25,170 - £26,986 Per-Annum (including London Weighting)		
Report To:	Chief Executive		
Responsible For:	Communications and Marketing Functions		
Direct Reports	Media and Events Assistant and Student Assistants		
Job Purpose:			
<ul style="list-style-type: none">• Raise awareness and build affinity for the Union through demonstrating that we fully understand the day-to-day lives of our students and the impact our work has on them, ensuring that the Union's content and communications represent and reflect a wide range of voices, in line with our values and objectives.• Promote and maximise usage of the Union's services through the development and implementation of marketing communications campaigns and initiatives.• Generate income for the Union by selling a range of advertising and promotional media to local and national businesses.• Support the development and implementation of marketing communications tactical plans for large-scale union projects such as Welcome and Officer Elections.• Generate insight about our members to inform our campaigning, services, and promotional opportunities.• Lead on the development and compliance with the Union's brand and tone of voice.• Support Elected Officers and Student Representatives through provision of advice, guidance, support and training.• Line management responsibility for all staff working within communications, marketing and media.			
Main Duties and Responsibilities:			
<u>Management and Supervision</u>			
<ul style="list-style-type: none">• To line manage direct reports and monitor their workload to ensure adequate and efficient staffing levels.• To maintain regular and constructive feedback channels with direct reports.• To undertake appraisal and performance reviews for direct reports, in line with human resources policies.			
<u>Communications</u>			
<ul style="list-style-type: none">• Develop content for and implement an annual calendar of creative, targeted communications mapped to the student lifecycle.• Liaise with colleagues to ensure suitable promotional campaign materials are in place for events, campaigns and activities.• Keep up to date with what is happening across the Union to generate story ideas, select the most effective communication method/s in order to highlight our and students' impact, success stories and achievements.• Build relationships and collaborate with University teams and departments, the local community, NUS, Wonkhe and other stakeholders/influencers in order to grow our network, raise awareness and drive engagement.• Coordinate all digital communications, developing content and driving engagement between members and the Students' Union, including monitoring and ensuring the Union website and social media channels are up to date with news and articles on a regular basis.• Working with the Student Activities Coordinator to support student media groups, to maximise the experience of their volunteers, develop the student media staff and maximise both quality and engagement in student media channels, ensuring it is student-led, journalistically independent and in line with our values and standards.• Champion and safeguard the brand (visual and written) and ensure consistency, creativity and compliance across print and digital outputs.			

- Support the development of online activity and engagement, by including online access to Students' Union service and membership databases.
- Co-ordinate the design and production of digital and physical marketing communications materials.
- Coach, train and assist union staff, student officers and students on communications and content, including creating how-to and best practice guides and delivering training.

Projects and campaigns

- Support the development of and implement marketing communications plans for large-scale union projects such as Welcome Week and Officer Elections.
- Support the planning and delivery of the student officer team's priority campaigns in line with strategic objectives.
- Recruit and manage student staff and volunteers to support union projects, events and campaigns.

Media Sales

- Responsible for lead generation and client database development activity, including researching, identifying and promoting to target brands and businesses who could be of interest to students.
- Develop and sell a range of advertising and promotional media and identify new income streams for the Union.
- Ensure all clients and third-party activities are in line with the Union's policy of ethical companies and that the needs of our students are at the forefront in every decision made about the suitability of potential clients
- Generate purchase orders, track income and liaise with the Finance team regarding raising invoices, contacting clients etc.
- Co-ordinate key union income-generating events including Freshers Fair (media sales and client liaison), Refreshers Fair and others

Sponsorship

- Explore opportunities for sponsorship of Union services, events and activities
- Advise student groups and provide links for suitable sponsorship, liaising with University departments where necessary to ensure collaboration where possible.

TOTUM

- To maximise sales of the TOTUM card through targeted promotional campaigns both digitally and offline, working with One Voice Digital and where necessary the University teams.
- To liaise with local business and secure local TOTUM offers and discounts for student card holders.
- To work with Union and University departments to ensure that relevant discounts are provided on site for card holders.

Miscellaneous/ Other Duties:

- Act as an ambassador for the SU, promoting a positive image, in everything that you do.
- Attend meetings and training events as required to aid SU and personal development.
- Undertake training and develop specialist knowledge in appropriate areas.
- Review, plan and evaluate individual training needs, encouraging a learning and development culture.
- Comply with and promote the environmental and sustainability policies and practices within the SU.
- Have a flexible approach to duties and work and, in particular, adopt a teamwork style with all colleagues and activities. This may involve undertaking duties in support of the activities and services of other areas of the SU.
- Carry out all duties in accordance with the SU policies designed to protect members of staff or students from harassment. It is the duty of the post holder not to act in a prejudicial or discriminatory manner towards staff, students, visitors or members of the public. The post holder should also counteract such practice or behaviour by challenging or reporting it.
- Take reasonable care of health and safety of self, other people and resources whilst at work to comply with the SU and University Health and Safety Policies, Codes of Practice and local arrangements.
- Co-operate with the line manager or any other person with specific responsibility for health and safety, to enable the SU's and University's responsibilities under the Health and Safety at Work Act to be performed.
- Demonstrate a commitment to working in a democratic environment.
- The SU will require the appointee to undertake a Disclosure and Barring Service (DBS) Check prior to employment commencing. The DBS clearance will be sought by the SU.
- The duties described above are not an exhaustive list, but are intended as being illustrative of the level and type of work required.
- The job holder may undertake other duties of a reasonable nature, as may be determined by the post holder's line manager from time to time, in consultation with the post holder.

- This job description does not constitute part of the contract of employment.

Review Clause:

This is a description of the job as it is presently constituted. It is the SU's practice to periodically examine job descriptions and to update them to ensure that they accurately reflect the job that is required to be performed, or to incorporate proposed reasonable changes. This procedure is conducted jointly by each manager in consultation with the individual whose job description is being reviewed. All staff are expected to participate fully in such discussions. When a manager seeks to amend or vary the job description it will seek to do so with the agreement of the employee, giving consideration to any representations s/he may wish to make. Where agreement is not possible, the manager will confirm the changes to the job description to the employee in writing, together with the date on which the changes will take effect. The manager will provide an explanation as to why any representations have been unsuccessful, by whatever means is appropriate. Where changes are made to a job description, consideration will be given to whether the post should be subject to re-evaluation depending on the extent and scope of the changes.

Personal Specification

Attributes	Relevant Criteria	How Identified	Rank
1. Relevant Experience	Experience of working in a democratic or membership-focussed organisation	Application Form and Interview	E (Essential)
	Relevant experience of planning and developing communication campaigns and content across a broad range of topics, channels, and audiences.		E
	Experience of using qualitative and quantitative research methods to inform campaigns and their effectiveness.		E
	Experience of increasing revenue through targeted and effective communications and marketing activity		E
	Experience of developing and delivering training and development for individuals and groups		E
	Experience of organising and managing events		E
	Experience of working with and motivating volunteers		D (Desirable)
	Experience of working with the press and handling media enquiries under pressure.		D
	Experience of working in a higher education environment		D
2. Education and Training	Educated to Degree or with equivalent experience	Application Form	E
	Communications or Marketing-related qualification		D
	Management-related qualification		D
3. General & Special Knowledge	Knowledge of Higher Education institutions and issues affecting students	Application Form and Interview	D
	Democratic systems and procedures		D
4. Skills & Abilities	Computer literate in Microsoft Office Suite (Outlook, Word, PowerPoint and Excel)	Application Form and Interview	E
	Excellent verbal and written communication		E
	Able to work with minimum supervision, manage own workload, meet deadlines, determine priorities and deal with multiple		E

	demands		
	Working effectively as part of a team and using your own initiative		E
5. Special Requirements	Disclosure and Barring Service (DBS) Clearance	Application Form	E
In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications (long list) which meet all of the essential criteria, we will then use the desirable criteria to produce a shortlist.			