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| **Job Title:**  | **Marketing and Events Assistant** |
| **Salary:**  | £20,975 - £22,713 Per-Annum (including London Weighting) |
| **Report To:**  | Communications and Marketing Coordinator |
| **Responsible For:**  | Marketing assets & Union and student events |
| **Direct Reports**  | None |
| **Job Purpose:** To support the Communications, Marketing & Events team in the delivery of the Union’s digital marketing as well as events activities. Key elements of this role will be to help develop the Union’s social media presence, create digital assets, work with Officers on digital aspects of campaigns as well as support the planning of events.• Produce and coordinate designs and marketing assets.• Maintain and produce content for social and other media communication channels.• Provide project support to Union events. • Train and advise student groups to deliver successful student events  |
| **Main Duties and Responsibilities:** Marketing • Create and maintain a high-quality image bank for promotional purposes including commissioning new images and dealing with copyright issues • Lead in the design and production of digital and offline marketing communications material • Manage the Union’s photo and video library to provide content for publications, website, social and other external requests.Social Media and Website• Manage and monitor social media platforms for Union services in accordance with relevant policy and procedure and lead on the day-to-day management of The Union’s commercial channels. • Create and capture content and copy for use on the Union’s social channels and website.• Provide regular reports on the effectiveness of communications channels as well as Daily management & development of all digital channels, keeping up with new trends and changes across Instagram, Facebook, Twitter, TikTok and YouTube. • Capture, edit and distribute video content on various channels including Instagram and longer form YouTube.• Assist in coordinating day-to-day maintenance and development of the Union’s website and other digital platforms and assets, identifying new opportunities to improve the user experience and to maximise digital engagement. • As directed by line manager, provide web and digital support and expertise to union staff and union affiliated student groups.Union Events • As directed by line manager, provide project support of large-scale students’ union events and campaigns such as Freshers Fair, Elections and Students’ Union Awards. • Organise and run smaller scale students’ union events with the Officer Team.• Produce engaging content for Union events, which build participation over time, working with student representatives, media and the Union team. Student Group Events • Working with the Student Activities Coordinator, provide advice and training for Student Groups about event production and project management. • Support student group leaders to identify creative ways of promoting their activities, to increase the success of these activities. • Working with the Student Activities Coordinator, identify on a risk and opportunity basis where the Union might more closely support the management of specific student group events.  |

**Personal Specification**

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| **Attributes**  | **Relevant Criteria**  | **How Identified**  | **Rank** |
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| **1. Relevant** **Experience** | Experience of creating content for use on social and website in a professional environment | Application Form and Interview | E (Essential) |
| Experience working to a design brief and in keeping with organisational style  | E |
| Experience within the delivery of communications or marketing campaigns.  | E |
| Experience of organising and managing successful events  | E  |
| Experience of using social media channels to create engaging stories, campaigns or conversations. | E |
| Experience of working with and motivating volunteers  | D |
| Experience of developing and delivering training and support for individuals and groups | D (Desirable) |
| Experience of using Google, Facebook, Instagram and Twitter Analytics/reporting  | D |
| Experience of working or volunteering in a democratic or membership organisation  | D |
| Experience of working in a higher education environment  | D |
| **2. Education and** **Training**  | Educated to Degree or with equivalent experience | Application Form | D |
| Design-related qualification  | D |
| Project or events management 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**  | Experience in at least one of the following: Adobe Illustrator, Photoshop and InDesign | 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 demands | E |
| Working effectively as part of a team and using your own initiative  | E |
| Experienced in video editing and production  | D |

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| **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.** |