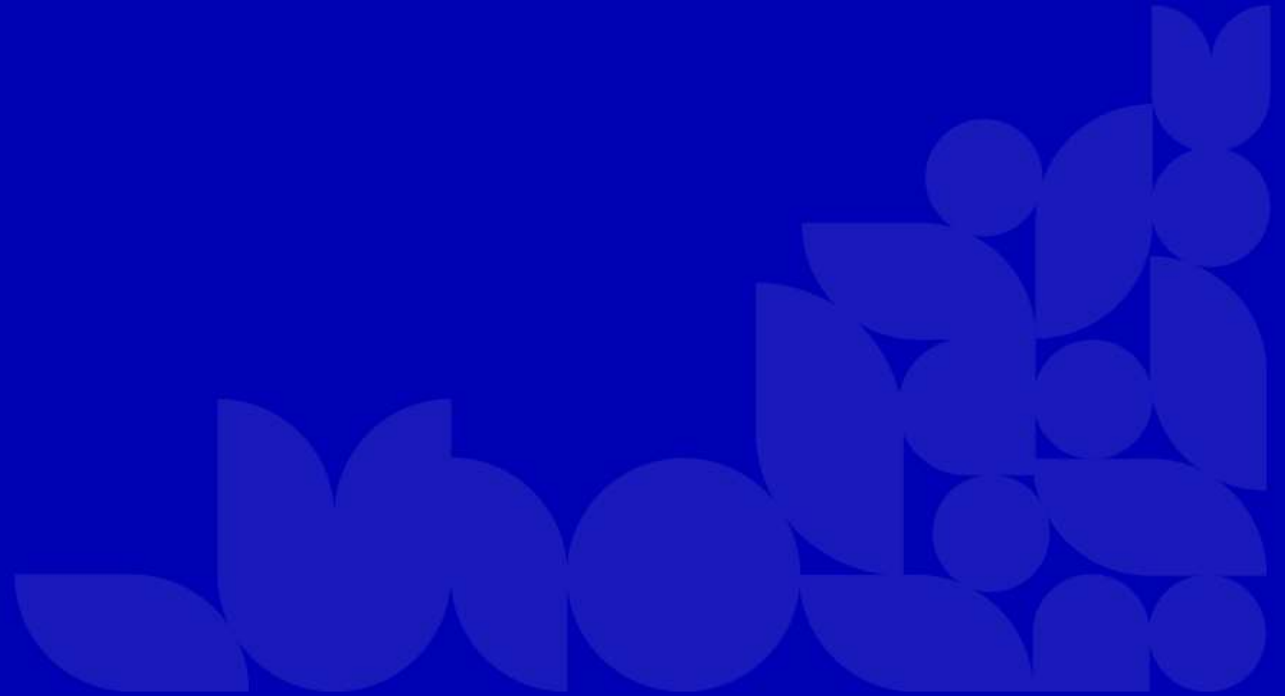


Marketing & Communications Coordinator



Welcome

We're so pleased you found us.

We believe that students can and want to shape the communities they are part of for the better.

Through our student leaders and elected representatives, we create opportunities for students to come together and inspire them to make change and shape the world around them.

It's a seriously fun place to work, driven by our values with a diverse and international perspective, with a really supportive staff team and a focus on your development.

Students' unions come in all shapes and sizes. With job roles at all levels, and with more than 550 unions across the country, you can work with us to start building a career doing what you love.

Come join us!

Nicky Passmore

Chief Executive

What we do

The SU *is* the body of students at the University of Bath. We believe that when students come together, they can shape the communities they are part of for the better. Through our student leaders and elected representatives, we grow and support communities of students as they provide opportunities for others and change the world around us for the better.

Together we: Promote student interest and welfare; Provide support and advice; Represent the student community with the University and others; Provide social, cultural, sporting and recreational activities.

How we do this is through student-led:

- Voice – helping students stand up, speak up and make their voice heard,
- Experiences – making friends and memories that last a lifetime,
- Groups – broadening horizons with our communities of students,
- Support – providing advice and support on student life,
- Development – developing the skills students need to lead and change.

Our work is overseen by an independent board made up of six elected student officers, two independent students and five external independent trustees. The SU is funded by a grant from the University of Bath, membership income and the commercial revenue that we generate through our range of student spaces and services.

Summary of the job

Salary	Starting from £22,417 Grade 5
Contract	Full Time
Working hours	36.5 hours per week including occasional weekend or evening work.
Location	University premises
Reporting to	Marketing & Communications Manager
Responsible for	Student Staff

The SU is looking for a vibrant creative individual who is an excellent communicator to join a fast paced busy team. The role will have responsibility for multiple social media platforms as well as an influence over a variety of communication outlets.

The role is ever changing and we're looking for someone who is adaptable, who has an real interest in communications and a passion for content creativity.

Role overview

- To coordinate promotional activities run through The SU's Marketing & Communications department.
- To manage The SU's social media channels and increase student engagement in line with the social media strategy set by the Marketing & Communications Manager.
- To provide event support and co-ordinate SU activities.
- Provide advice and guidance on marketing and communications good practice to the SU's communications champions and student groups
- To support the sales team to increase the revenue for the SU as well as increase the support provided for seeking sponsorship.
- To produce high-quality and high-impact multimedia content in line with strict brand guidelines.
- To produce management reports on engagement stats and provide recommendations for colleagues and students.

Main responsibilities

Developing social media presence (50%)

- Manage the SU's social media channels and co-ordinate the content plan across multiple platforms.
- Lead on social media communication for key SU activities and campaigns.
- Engage student leaders and staff to produce social media content across multiple platforms.

Supporting the development of student leaders and staff (10%)

- Develop and deliver training and resources to support student leaders and staff to create their own marketing materials within brand guidelines.
- Build networks and facilitate opportunities for student leaders and staff to share good practice.
- Provide tailored advice and support to student leaders and staff on how to improve their marketing materials.

Main responsibilities

Producing marketing content (20%)

- Produce copy for the website and edit new and existing copy submitted by students and staff within brand guidelines.
- Produce blogs and vlog scripts about key SU activities and campaigns.
- Produce and edit images and videos to promote key SU activities and campaigns.

General departmental responsibilities (20%)

- Support the smooth running of various SU events, leading on social media coverage and producing follow-up communications where necessary.
- Be part of the team that supports SU-wide marketing projects, including large scale campaigns and events.
- Evaluate and report back on the impact of different methods of communication and proposed strategy changes.
- Plan and organise student focus groups to assess and develop our work based on their feedback.
- Deputise for the Marketing and Communications Manager where necessary.

About you

To be successful in this role, these are the things that will matter most:

- Excellent written and verbal communication skills.
- Ability to be student-led and have empathy with the cause, mission and values of The SU
- Ability to fully immerse yourself in the SU brand, style and tone of voice

Essential behavioural competencies:

- Works under own initiative to deliver objectives to agreed targets and a high standard.
- Manages time, workload and priorities according to strategic need.
- Open, flexible, and transparent ways of working.
- Creativity and innovation within work, with a strong attention to detail.

Skills and experience:

- Educated to A Level or equivalent relevant experience. Degree level is desirable.
- Experience of working in a professional marketing environment.
- Experience of working within the Higher Education sector or with young people
- Knowledge of social media networks, effective use and current trends.
- Excellent knowledge and application of standard IT packages.
- High level of literacy and ability to draft various communications.
- Experience of filming and editing basic video content.
- Basic knowledge of graphic design programmes such as Photoshop / Canva is desirable.

Other benefits

We offer competitive salaries, a vibrant and fun working environment and flexible working to enable your work-life balance.

We offer more than just a “job”; we offer career opportunities for committed and ambitious people to help shape our organisation and the lives of the students we represent.

Our staff enjoy a safe and pleasant working environment, with a variety of benefits encompassing pay, generous pension and work-life balance, along with excellent facilities on campus.

You can find out more at: bath.ac.uk/guides/staff-benefits/

Join us and be part of our story!

How to apply

Find out more

For more information and an informal chat about the role please contact:

Helen Webb, Marketing & Communications Manager 01225 386806 ,
hf219@bath.ac.uk

How to apply

Applications are online. To apply for this role, please visit the job posting at:

thesubath.com/careers/

Deadline

The closing date for applications is 28 July 2021

Interviews

Interviews are provisionally planned for 9 August 2021

Interviews will be conducted remotely via a video call.

Thank you.

thesu@bath.ac.uk

01225 38 3800

thesubath.com

 @thesubath  @thesubath  @thesubath

