

Post Title:	Communications Coordinator
Responsible to:	Communications & Marketing Manager via the Senior Communications Coordinator
Responsible for:	Student Staff (as appropriate)
Grade:	Guild Grade C

Organisation:

This role is part of the Communications & Marketing Department, working collectively with colleagues across the organisation to deliver effective Guild communications and marketing work. The Communications & Marketing team is part of the Operations Directorate.

Job Purpose:

The Communications Coordinator role is to support the delivery of the Communications & Marketing departmental plan. We expect Coordinators to help to create an inclusive and engaging environment for all.

The role is required:

- To deliver a range of communications activities for the organisation, ensuring the Guild's messages are consistent, professional and effective at all times.
- To develop and deliver communication campaigns and activities which engage the Guild's members, further the organisations brand, and maximise exposure across a range of platforms.

Success in the role will require a highly student and customer focused approach, together with an emphasis on teamwork. The role involves collaboration with internal and external stakeholders, acting as a positive ambassador for the Guild and facilitating under-represented groups to find a comfortable place here. Supporting a culture of ambitious targets and a positive team spirit are also key. Coordinators are expected to follow the Guild's competency framework, which should be read in conjunction with this job description.

Key Role Responsibilities:

1. To work with the Communications & Marketing Manager and the Senior Communications Coordinator to develop and deliver successful communications campaigns in order to increase student engagement.

2. To develop and deliver a range of communications activity to engage Guild members in campaigns, such as web and email content, speech and script writing, and newsletters.
3. To coordinate the delivery of professionally produced, interactive, innovative and engaging media content, including online, print, video and photography, for use across key campaigns.
4. To work with elected officers and staff to create and deliver engaging and effective content to support the delivery of objectives and promotion of events and services.
5. To deliver and evaluate key digital marketing activities – across a range of channels including e-marketing and social media.
6. To increase social media engagement to enhance reach, post engagement and brand identity.
7. To schedule and publish original media content, across digital marketing channels in a timely manner and to agreed schedules.
8. To work with the Communications & Marketing team to develop targeted messages and communications campaigns to key demographics and segments of the student population.
9. To ensure all communications campaigns and messages are consistent, powerful and effective, and in line with the Guild's brand.
10. To monitor and evaluate the effectiveness of campaigns and activities and make recommendations where applicable.
11. To keep up to date with varied marketing trends, including digital, in order to enhance content and promote best practice activity.
12. To support outreach and engagement activity, and the delivery of key events such as Guild Awards, Welcome Week and Open Days.
13. To help supervise a small team of student staff, to include customer service standard setting and ensuring the team adheres to relevant Guild policy.
14. To recommend to the Senior Communications Coordinator and the Communications & Marketing Manager strategies to improve the standards of the service provision and undertake any project work at their request.
15. To develop and maintain effective relationships with relevant local and university stakeholders.

- To identify improvements and recommend these to the Senior Communications Coordinator and the Communications & Marketing Manager for consideration.

General Duties:

- To undertake appropriate induction and ongoing training and personal development, as required for the role.
- To adhere to all Guild policy with reference to HR, staffing, health and safety, data protection, environmental and any other specific Guild Policy which impacts upon your role or that of the team.
- To be familiar with the Guild's competency framework, striving always to demonstrate the positive behaviours which drive the highest standards of personal and organisational performance in supporting our students. Grade C Coordinators should be developing within level 1 of the six competencies (Student and Customer Focus, Accountability, Results Focus, Inclusivity, Communication and Teamwork) which is designed to support staff to achieve high performance.
- To act as a role model in portraying a positive image of the Guild both internally and externally, acting as an ambassador and displaying high standards of personal integrity and professionalism.
- To support the work of the Communications & Marketing team, where necessary, in the event of sickness, holiday or other exceptional circumstances.
- To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.

November 2024

Person Specification: Communications Coordinator

You must be able to demonstrate in your application that you have;

	Essential	Desirable
QUALIFICATIONS		
Good general education, to A-Level or beyond, typically including Maths and English at least to GCSE or equivalent	✓	

Relevant skills training & experience in the field of digital communications/marketing	✓	
Communications/Marketing, or related, educational or professional qualification		✓
EXPERIENCE		
Experience of coordinating effective communications activity & campaigns	✓	
Experience of producing engaging content across a range of platforms	✓	
Experience of targeting and segmenting messages	✓	
Experience of developing online and digital communications content		✓
Experience of coordinating social media activity	✓	
Experience of the content design process, including using content management/CRM systems, bulk email and SMS systems and/or related programmes.	✓	
Experience of working to targets, goals and objectives	✓	
Experience of working on a range of projects simultaneously	✓	
Experience of Windows/PC based software	✓	
Knowledge & experience of Higher Education		✓
SKILLS AND KNOWLEDGE		
Ability to establish strong working relationships with a wide range of individuals both within and outside the Guild of Students and the University, including students, Guild Officers, Senior Management	✓	
Ability to present information clearly and concisely in writing or verbally	✓	
Excellent written and spoken English	✓	
Good IT skills including proficiency in Microsoft Office including word processing and spread sheets	✓	
Ability to work within tight administrative systems and processes in an efficient and timely manner	✓	
Ability to organise self & others	✓	
Ability to manage and develop relationships with key stakeholders	✓	
Ability to communicate highly effectively, written verbally and in presentations	✓	
An understanding of the issues facing students in higher education today		✓
PERSONAL QUALITIES		
Motivated by working in a student-led, democratic workplace	✓	
Student & Customer focus: Keeps student leadership and the needs of students and customers at the heart of activities	✓	
Accountability: Takes personal responsibility for the important role they play in the Guild's work and in wider society	✓	

Results Focus: Strives for the best results – gets things done on time and to a high standard	✓	
Inclusivity: Values diversity - works to create an inclusive and engaging environment across all our activities and services	✓	
Communication: Communicates clearly and appropriately to people across our students' union and outside	✓	
Teamwork: Builds good relationships and works effectively with a range of people to deliver our shared goals	✓	