



Marketing and Communications Coordinator

(Maternity Cover/Temporary Role)

Applicant Information and Job Description and Person Specification

Summary

Aston Students' Union (SU) is a membership organisation for students studying at Aston University. The SU is led by elected student officers supported by a staff team. It is an independent charity and company that exists to impact positively on the life of Aston University students. The SU provides a range of services to enhance the student experience. Services are varied and include advice and support, a student representation framework, over 100 clubs and societies, an accommodation service, headline annual events alongside much more.

Job Summary

The Marketing and Communications Coordinator will take a lead on online content creation and continuous development of the online and social media presence of Aston Students' Union. The position is creative and fun. The position holder will coordinate all the social media platforms (Instagram, X, LinkedIn, Facebook etc), and will drive online and offline engagement. The position holder will be dynamic and adaptable and use innovative approaches to creating new ideas and content. The role is office based at Aston Students' Union within a small and dynamic team. A key part of the role is working with stakeholders including students, SU student officers, SU staff and external stakeholders both online and in person. A key aspect to the role is pragmatism and dynamism. The organisation is fast moving and works with volunteers and student leaders.

Principle Purpose of Job:

To take a lead the social media presence of Aston Students' Union. To plan and deliver marketing and communications campaigns for the organisation.

To work with and support elected SU staff and student officer teams.

Work Location: Aston University Campus: Aston Students' Union, B4 7BX

Responsible to: Head of Membership Engagement (or nominee)

Equality, Diversity and Inclusivity

Aston Students' Union is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on Race, Age, Disability, Sex, Sexual Orientation, Gender Reassignment, Religion or belief, Marriage and Civil Partnership or Pregnancy and maternity or any other protected characteristic. If you require any reasonable adjustments to assist you in the application or interview process, please get in touch to discuss your needs.

Main Duties and Responsibilities:

- A. To effectively communicate the campaigns and activities of Aston Students' Union to over 18,000 Aston students and other stakeholders.
- B. To manage Aston SU's social media channels, driving student engagement in line with the social media and marketing strategy.
- C. To plan, produce and develop high-quality and high-impact multimedia content in line with brand guidelines.
- D. To provide recommendations and guidance on marketing and communication practices.
- E. To produce regular reports reflecting on important engagement and marketing metrics, identifying current trends and providing necessary advice.
- F. Support all staff teams and elected officers to meet the organisations marketing and communication objectives.
- G. Support smooth running of SU, services, events, campaigns by producing promotional material and taking a lead on social media coverage.
- H. Maintain positive working relationships with Aston University teams to drive SU engagement.
- I. Support the development and implementation of Marketing & Communication plans for SU projects such as Welcome Week and SU Elections.
- J. Manage the social media channels for the SU as directed and co-ordinate, edit, distribute the content plans across multiple platforms, ensuring high levels of engagement.
- K. Produce, proof-read and edit effective marketing communications for various audiences to be shared across multiple platforms.
- L. Generate creative content ideas, select the most effective communication methods to meet the SU's objectives and create a range of written and visual content.
- M. Engage student leaders in digital content production and provide student leaders/other staff members with advice and support on improving their marketing communications.
- N. Use and manage social media scheduling tools to enable effective campaign planning and delivering consistent communications.

General Responsibilities:

- A. Support all functions of the Marketing & Communications team as and when needed.
- B. Provide recommendations and guidance on marketing and communication practices and current trends.
- C. Ensuring that day-to-day activities embrace sustainability and reduce the impact upon the environment.
- D. To undertake other duties that may be assigned by the employer, as might reasonably be expected within the grade of the post.

The role will require additional work to be carried out occasionally outside standard office hours. Payment is incorporated in the salary offered. Any additional hours worked may be taken as leave in lieu as and when agreed by the line manager.

Standards

- A. The post holder will be expected to both professionally and personally, display a positive image of Aston SU.
- B. The post holder will be expected to uphold the values of Aston SU and demonstrate high standards of professionalism, respect for others, integrity and accountability.
- C. To actively demonstrate commitment to equality, diversity and inclusion.
- D. The post holder will be expected to abide by the Union's various policies such as the Equality and Diversity policy and the Anti Bullying and Harassment policy at all times.

Person Specification

Essential:

The following sets out the range of personal qualities, skills and experience that the preferred candidate will be able to demonstrate.

Essential

1. Experience of using a range social media platforms and digital communications channels.
2. A degree level or equivalent relevant work experience.
3. Experience of creating content for a variety of audiences across multiple platforms.
4. Experience of planning and delivering communications campaigns.
5. Experience of working with a wide range of stakeholders.
6. Ability to proof-read with attention to detail.
7. Excellent communication skills (both verbal and written).
8. Excellent interpersonal skills and organisational skills.
9. Ability to act direct instruction, work as part of a team and work with minimum supervision when needed.
10. Honesty and integrity.

Desirable:

1. Demonstrable working knowledge of Students' Union and higher education.
2. Experience of working in communications/marketing/coordinator role.
3. Experience of project management.
4. A Communications and/or Marketing related degree or professional qualification.
5. Experience of working in within a democratic environment, Students' Union or Advertising Agency.
6. Proficient at using Adobe Creative Suite.

Applicant information

- Starting salary; **£26,643**
- Job type: Full time, 9 months (Maternity Cover)
- Pension; 7.5% Employer Contribution
- Free NUS Totum Card.
- If you would like to clarify any information or have an informal chat about the role, please email s.hussain30@aston.ac.uk .
- To apply, please send a CV and covering letter to our HR, Governance and Admin Coordinator, Shadab Hussain on s.hussain30@aston.ac.uk . The covering letter should detail how you meet the criteria required for the role.
- Applications received after the closing date stated in the advert will not be considered.
- **Application closing date:** 12 noon **11th November 2024.**
- **Interview date:** 20th November 2024