



JOB PACK

Digital Marketing and Communications Coordinator

February/March 2018



Location: Salford

Starting salary: £20,411 per annum

Contract: Permanent

Who are we?

We are a democratically run charity, led by elected [student representatives](#) who work to represent our members academic interests and to make sure their University experience is the amazing, life changing experience it should be. We are independent of the University and work entirely for our members. Our aim is to help our members love their life at the University of Salford.

What's the job?

This is an exciting and challenging position to support the marketing function of a vibrant and collaborative organisation. From designing and editing collateral to delivering successful marketing campaigns - you will spend your time ensuring we engage with students through digital media, web and video content. Working alongside staff and Sabbatical Officers you will be hands on with the day to day management and execution of these campaigns.

Who you are

You will be a digital marketing expert with demonstrable experience of working within or using digital communications, social media and online content management systems. You will have proficient writing and proofreading, planning and organisation skills to enable you to carry out a verity of projects simultaneously. You must have excellent team work and communication skills as well as the ability to work on your own initiative. Design and editing skills are essential to this role including experience of Adobe; Photoshop / Premiere and Illustrator. Knowledge and understanding of current issues and trends in the higher education section would be desirable.

Application

Deadline for applications is 23:59 Friday 09 March 2018.

Interviews will be held on week commencing 19 March 2018.

About us:

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Our governance:

The Union is democratically controlled by its members through the annual election of a team of student representatives who form the Union's Trustee Board. The membership of the Trustee Board is as follows:

- Five Sabbatical Trustees (1 x President, 4 x Students' Union Officers each of whom is responsible for one of the University's 4 academic Schools)
- Four Student Trustees (appointed by the sabbatical officers and external trustees)
- Four Non Student Trustees (appointed by the sabbatical and student trustees)

The Trustees determine policy for all areas of Union activity. The Sabbatical Trustees are full time officers of the organisation and work for the Union for a year either during or at the end of their degree course in order to represent students on a full time basis

The Sabbatical Trustees work alongside the permanent Union staff to implement and carry out the strategy and policies set by the Trustee Board. The permanent staff team is managed by the Chief Executive, who is directly accountable to the Trustee Board for the Union's performance.

Strategic plan:

Our current strategic plan will be coming to an end in 2018 and this is an exciting time to join the organisation and help shape its future. This post is critical to the successful development of a new strategy.

Our current strategic plan can be found [here](#).

Benefits:

- Competitive salary
- Annual leave entitlement of 31 days (inc Bank Holidays) plus Christmas closure
- Non-contributory permanent health insurance scheme*
- Contributory pension scheme*
- Training and development opportunities
- Flexible working
- Staff social events
- NUS extra discount card*

*Subject to qualifying periods and/or contribution

Some of the things we do:

- Offer academic support and advice in our [Advice Centre](#)
- Provide over 100 different [societies](#) and [sports](#) teams to join
- Support our award winning student radio station [Shock Radio](#)
- Run [Campus Leagues](#), giving the opportunity to participate in social sport
- Run [‘Give Sport A Go’](#) sessions, allowing participation in a variety of sports with no commitment
- Run fun [social events](#), including club nights, cultural events, pub quizzes and more
- Sell [discounted tickets](#) for Manchester United, Manchester City and Bolton Wanderers football games
- Offer our members the chance to [participate and lead](#) in University governance and leadership
- Provide paid job opportunities for students to work in Atmosphere, Student Activities, Info Point and as promotions staff
- Provide a relaxed, safe social space and a place to unwind with low costs drinks and meals in [Atmosphere Kitchen and Bar](#)
- Run [student elections](#), giving our members a voice – to stand and vote
- Coordinate and work with the University of a variety of events, including Welcome Week
- Sell [NUS extra](#) discount cards, providing you with discounts at many popular high street shops and services
- Provide a [payment point](#) for bills and transport ticket at our finance office window

About the University:

Salford is an ambitious University, with 20,000 students contributing enormously to the local economy and their expertise transforming individuals and communities through excellent teaching, research, innovation and engagement.

They are leading in areas that include health, energy, media and the built environment and have completed impressive work with business and industry partners.

The University of Salford is a friendly, vibrant and pioneering organisation. They continually invest in their campus, facilities and industry partnerships to enhance the student experience and provide opportunities to develop the skills needed to succeed in students' future careers.

Salford has an international reputation as a research-informed institution that creates and applies new ideas, turning them into opportunities to benefit individuals and the knowledge economy, via a portfolio of over £20 million across research and enterprise.

Each year, the University of Salford works with hundreds of businesses to solve technical, commercial and strategic problems. They undertake contract research, work together on collaborative projects and support thousands of students to gain work experience and employment.

Statement of support from Dr Sam Grogan, Pro-Vice Chancellor Student Experience, University of Salford

The University of Salford enjoys a strong and productive relationship with the Students' Union, with co-production at its heart. The USSU and the University are deeply committed to working together towards continued enhancement of a bold and distinctive student experience at Salford, ensuring our students are enabled to succeed in their chosen path.

Dr Sam Grogan

Job description:

Job title: Digital Marketing and Communications Coordinator

Responsible to: Head of Marketing

Purpose of Post:

- a) To support the Head of Marketing in the delivery of digital marketing and engagement activity, primarily through content creation and social media communications.
- b) To support the marketing department in producing both online and offline collateral, designed to convey a message with high visual impact.

Main duties and responsibilities:


1. To ensure an awareness of trends and developments in digital marketing and new media content and to make relevant suggestions to the Head of Marketing for use by the Students' Union.
2. To coordinate and deliver, with support from the Head of Marketing; successful marketing campaigns through primary social media channels - including Facebook, Twitter and Instagram. Increasing audience engagement with the Students' Union.
3. To proactively schedule and curate social media posts in line with various marketing campaigns delivered throughout the year at the Students' Union.
4. To maintain a dialogue with the student body via primary social media channels, ensuring timely responses to queries or feedback in line with the brand strategy and guidelines; with support from the head of Marketing.
5. To support all Students' Union service areas with graphic design tasks and promotional collateral requests Inc. online graphics, posters, promotional leaflets, flyers, branding etc. Paying careful attention to multi-tasking and prioritising workload.
6. To lead on the delivery of professionally produced, innovative and engaging media content; including video and photography, for use across key digital marketing campaigns throughout the year.
7. To co-manage the delivery and execution of campaigns, alongside team members across multiple departments.
8. To work with Union staff to produce, edit and update the website using our content management system. Ensuring all copy fits within brand guidelines and has the right tone of voice.
9. To work towards and achieve agreed upon growth KPI's within digital marketing and social media engagement that increase our social media reach, post engagement and brand Identity In line with the brand strategy.
10. To support and offer guidance to other departments and colleagues on best social media practice.
11. To strategically schedule and publish original media content across social media channels in line with marketing campaign timelines and with support from the Head of Marketing.
12. To be the creative lead, with support from the Head if Marketing; in various aspects of marketing campaign visuals, branding and design work.

13. To maintain a consistent 'look and feel' across relevant communications and produced content that is both engaging and relevant to our primary audience demographic.
14. To contribute to the overall brand strategy and achievement of related individual and team KPI's in line with Strategic Plan objectives.
15. To ensure the correct application and maintenance of the Union's brand in line with the brand guidelines and brand strategy across all physical and digital content.
16. To engage, inspire and manage connections with student communities online and face to face, supporting sabbatical officers and student representative officers to network and build social bonds within the Union.
17. To undertake any other such reasonable duties as may be required from time to time by your line manager.

The terms and conditions of employment:

1. The terms and conditions of employment are the same as for University staff on the same grade save as varied below: Full details of Terms and Conditions of Employment for staff on the University of Salford single pay spine for HE support staff can be obtained from the Chief Executive.
2. Hours of Work will be such hours as are necessary for the fulfilment of the duties. Management will use its best endeavours to ensure that hours worked are kept to a reasonable level over the whole year. This means in practice working longer hours at some times of the academic year, which may claimed back as time in lieu by arrangement with the Chief Executive
3. The Grade for the Post is Grade 4 of the University of Salford Single Pay Spine for Academic and HE support staff. As of 1 August 2017 this grade runs between £20,411 and £22,876 per annum. Annual cost of living awards are negotiated nationally and are applied by the Union as they are made known. There will be no additional payments made for working on weekends or public holidays. There are no payments for overtime.
4. Termination of Contract: The contract may be terminated by one calendar months' notice from either party.
5. Leave Entitlement is currently 23 days per annum to be taken out of term time (special circumstances accepted). The Students' Union leave year runs from 1 October to 30 September each year. All leave must be taken by 30 September, after which it will be forfeited except in exceptional circumstances agreed in advance with the Chief Executive. In addition there are 11 days leave for Bank Holidays and customary University closures.
6. The Union operates a Pension Scheme to comply with auto-enrolment legislation. If you are classified as an eligible jobholder then, you will be automatically enrolled in the scheme. Other categories of jobholder may be eligible to choose to opt-in to the scheme at any time. The Finance Office will confirm your status and options. Any employee contributions paid into the pension scheme will be deducted from your salary.
7. The Union operates a non-contributory Permanent Health Insurance Scheme. Entry to the scheme takes place following the satisfactory completion of the probationary period.
8. Details of the Union's Discipline and Grievance Procedures will be available upon confirmation of employment.
9. A Probationary Period of six months will apply and continuation in post beyond that period will be dependent upon satisfactory fulfilment of the duties.
10. Data Protection Act: In order to provide a service to its employees the Union records and processes a variety of personal information about them. All the personal information provided by employees and any other information kept about them for the purpose of providing the Union's service to them, will be treated in confidence and will not be disclosed to any third parties, except where permitted by law, or where an employee's consent has been received. To monitor the success of the Union's equal opportunities policy, it will record and process details of your ethnicity and any disabilities for the purpose of statistical analysis. The Union will record details of any criminal convictions employees may

have to ensure the suitability of the service provided to them and to enable the Union to conform with the Protection of Children Act 1999. The uses of personal information are covered by the Union's notification under the Data Protection Act 1998. Under the terms of the act employees have the right to obtain a copy of the information the Union holds about them.



Person specification:

Applicants should demonstrate evidence of the following criteria in their applications. We will use a range of selection methods to measure candidates' abilities in these areas including reviewing your online application; seeking references; inviting shortlisted candidates to interview and other forms of assessment action relevant to the post.

Criteria	Essential	Desirable	Tested by
Qualifications and experience			
Educated to Degree level or with equivalent experience	x		A
Marketing qualification		x	A
Experience of working in a marketing team		x	A
Skills and abilities			
Excellent understanding of digital marketing channels and the opportunities they present for communicating with students	x		A/I
Strong practical working knowledge of effective social media marketing campaigns, utilising Facebook; Twitter; Instagram and Hootsuite	x		A/P/I
Ability to conduct basic social media engagement analysis in terms of content reach and engagement		x	A/I
Understanding and experience of using Adobe; Photoshop / Premiere / Illustrator	x		A/I
Broad knowledge of whole Adobe Creative Suite		x	A/I
Understanding and experience of using Adobe After Effects		x	A/I
Basic hardware knowledge of using photography and videography equipment	x		A/I
Understanding and experience of using content management systems	x		A/I
Highly organised approach to workload, with a proven aptitude for multi-tasking and juggling conflicting priorities		x	P/T
Knowledge and understanding			
Awareness of current issues in the higher education sector		x	A/I
Knowledge of current trends in marketing and communications, particularly digital and social platforms		x	A/I
Awareness of marketing and customer principles (public relations, digital engagement and sales)		x	A/I
Values and personal qualities			
Desire to work within a democratic student led environment	x		I

Understanding and commitment to equal opportunities	x		I
Highly motivated to deliver success	x		I

Tested by: A (Application form); P (Presentation); I (Interview) and T (Task/assessment)