



## **UNIVERSITY OF SALFORD STUDENTS' UNION**

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APPLICATION PACK:  
Head of Marketing

October 2017

# Notes for Applicants

## SECTION 1: THE STUDENTS UNION

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We hope that by reading this information it will tell you a bit more about how the Students' Union works and how it is governed and managed.

### 1.1 The Students' Union

The University of Salford Students' Union is the independent representative body of students at the University of Salford. The Students' Union is a registered charity.

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### Our Mission (why do we exist):

We exist to serve students and inspire them to lead their development

### Our Vision (what we want to be): to be.....

"The outstanding organisation in the UK for delivering a positive student experience."

### Our Values:

The best thing about the University of Salford Students' Union (USSU) is our culture. As we grow, we want to have a culture that we are proud to share with anyone who touches the Students' Union.

We have six core values to define what exactly the USSU culture is. They are reflected in everything we do and every interaction we have. Our core values are always the framework from which we make all of our decisions.

We are.....

- **Passionate:** being enthusiastic and believing in students
- **Devoted to Integrity:** owning our behaviour and practicing what we preach
- **Dedicated:** having an in-depth understanding of **all** our students and their needs
- **Ambitious:** using innovative thinking to be the best
- **Open:** being transparent, accountable, sharing ideas and information
- **Enthusiastic about Equality:** bringing fairness and equality of opportunity into everything we do

The Union's new Strategic Plan for 2015 - 2018 states that the Union will achieve its mission by pursuing four themes:

- Support students to build authentic communities
- Provide opportunities for all students to create life changing experiences for themselves and others
- Provide a strong, democratic voice for students at local and national level
- Encourage students to take care of their wellbeing

## **1.2 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 Vice Presidents)
- Four Student 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.

## **1.3 Finance & resources**

The Union receives an annual grant from the University to fund its activities, and has an annual turnover from its commercial operations in excess of £2m. The grant and the surpluses generated from the commercial operations enables the Union to spend over £900,000 on the direct provision of student representation, recreation and development activities. 35 people make up the permanent staff team and approximately 70 student casual staff members are employed on a seasonal basis. The Union has approximately 19,000 student members and provides services to a further 2,500 people who work in the University.

The Union's offices are located on the main University campus, with some of its commercial services located elsewhere around the University. Staff may be required to work at any of these locations either temporarily or permanently, however, the Union does take personal circumstances into account as far as possible when deciding who works where.

## **1.4 Student services**

The Union is involved in a very wide range of activities. Its core purpose is to represent students and provide activities for them to enhance the student experience. The Union organises campaigns on issues of concern to the generality of students, administers the work of over 110 different student activity groups, trains and develops over 500 student representatives and operates a Student Advice Centre.

The Union's commercial activities and interests include three shops and a food led licensed venue. The Union also has commercial partnership agreements enabling it to house a print shop and a hairdresser within its building.

## **1.5 Our Strategic Plan/ Staffing Structure**

The organisation is currently undergoing staffing re-structure to support the delivery of the strategic plan. This post is specifically aligned to the enabling theme 'relationships and reputation', but the post holder will be expected to work to support the delivery of all core strategic themes. These are:

### **Supporting students to build authentic communities**

**Goal One:** Develop a vibrant USSU, providing excellent accessible facilities, activities and services that are friendly and meet the aspirations of all our students.

**Goal Two:** Create extensive opportunities for students to engage with USSU, and build communities anywhere, 24 hours a day, 7 days a week.

### **Opportunities to create life changing experiences**

**Goal Three:** Develop a vibrant student community by providing sport, activities, volunteering and employment opportunities

**Goal Four:** Build a culture that encourages new ideas and captures the energy of our students and staff to create an innovative and responsive Students' Union.

### **A strong, democratic voice for students at local and national level**

**Goal Five:** Champion student interests, providing all students with a strong effective voice by supporting and empowering them, collectively and individually.

**Goal Six:** Embed democracy at the heart of USSU; valued by all our students and staff.

### **Encourage and enable students to take care of their wellbeing**

**Goal Seven:** To engage students in considering their wellbeing as a way of helping to reach their full potential.

**Goal Eight:** To ensure all students have access to the right advice, services and activities to support their wellbeing.

Our key enablers are:

**Systems and Resources**

**People and Culture**

**Relationships and Reputation**

A full copy of our strategic plan can be found at

<http://www.salfordstudents.com/about/governance/strategicplan>

## Section 2

# UNIVERSITY OF SALFORD STUDENTS' UNION

## Job description: Head of Marketing

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1. **Job Title:** Head of Marketing
2. **Responsible to:** Director of Strategy and Culture
3. **Responsible for:** Digital Marketing Coordinator, Communications Coordinator, Student staff (various)
4. **Purpose of Post:** To lead the delivery of the 'Relationships and Reputation' enabler within the Strategic plan. Specifically by ensuring creative and consistent communication with members and developing a 'digital first' ethos to build long term, valuable relationships with students and other stakeholders.
5. **Salary:** Grade 6: £26,829

### 6. Main duties and responsibilities:

#### Marketing and Communications

- To be responsible for the development and implementation of the Union's communications strategy, branding guidelines and corporate identity across the organisation's activities.
- To manage the Union's digital communications with members, ensuring that conversations and discussions are smart, thoughtful and values-led.
- To manage the Union's marketing and communications functions, including any permanent or casual staff within the area of work.
- To lead the Union's delivery of 'Welcome', the period in which new students form their first impressions of the Union and University.
- To generate income via marketing and media sales arrangements, including the sale of NUS Extra cards.
- To manage the relevant budgets aligned to the role.

#### Relationship management

- To lead on the development of consistent service standards for the whole organisation, ensuring a consistent and high quality experience for all members.
- To manage relationships with other stakeholders within the University and beyond, in order to maintain joined-up working and provide excellent service to members.

- To identify and develop opportunities for partnership working, with both our members and external partners.

### **Leadership and Values**

- Personally role model the Students' Union values. To lead on embedding these values throughout the organisation taking responsibility for nurturing a collaborative and inclusive working environment for staff at all levels.
- Provide strong focused leadership for staff creating a team which will both individually and collectively, sustain the Students' Union for the long term.
- As part of the leadership team ensure that the whole organisation is led, deployed, developed and motivated.
- To embed the organisation's values within all communications, including internal staff-facing messages.

## **Equality and diversity statement**

We care about the diversity of our members and staff and believe that what makes us different is what makes us better. We are committed to providing a workplace that embraces diversity, is enthusiastic about equality and promotes opportunity for all.

**Our organisation (University of Salford Students' Union - USSU) welcomes applications from black and minority ethnic candidates as they are under-represented within the USSU workforce.**

We will provide equality of opportunity and will not tolerate discrimination on grounds of gender, gender identity, marital status, sexual orientation, race, colour, nationality, religion, age, disability, HIV positivity, working pattern, sub culture, caring responsibilities, political beliefs – or any other grounds.

We will demonstrate our commitment by:

- promoting equality of opportunity and diversity within the environment we operate in
- treating our customers, colleagues and partners fairly and with respect
- building a workforce which reflects our students, aiming for even representation
- encouraging recruitment from groups currently under-represented
- promoting an environment free from discrimination, bullying and harassment, and tackling behaviour which breaches this through our senate sanctioned Zero Tolerance policy
- recognising and valuing the differences and individual contribution that people make
- ensuring people have a healthy and nice environment to work, develop and grow in through our 'great place to work' measures
- operating above and beyond our charitable and legislative requirements and best practice
- expecting and receiving excellence from all staff on these commitments – ensuring all staff are personally responsible for promoting these principles

### Section 3:

#### Person Specification

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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.

**E is Essential, D is Desirable**

	<b>E</b>	<b>D</b>	<b>Tested by</b>
<b>Qualifications and Experience</b>			
Educated to Degree level or with equivalent experience	<b>x</b>		<b>A</b>
Marketing qualification		<b>x</b>	<b>A</b>
Minimum of two years working in a communications or marketing setting	<b>x</b>		<b>A</b>
Management experience within a complex environment		<b>x</b>	<b>A / I</b>
An appreciation and understanding of the issues surrounding Student Unions in the Higher Education sector.		<b>x</b>	<b>I</b>
Experience of managing budgets effectively.	<b>x</b>		<b>I</b>
Experience of customer relationship management, including the development of customer service standards	<b>x</b>		<b>I / P</b>
<b>Knowledge and Skills</b>			
Knowledge of current trends in marketing and communications, particularly digital and social platforms	<b>x</b>		<b>A / I</b>
Ability to analyse data in order to strategically navigate changing customer/ student attitudes and behaviours	<b>x</b>		<b>A</b>
An understanding of how to build and develop a variety of stakeholder relationships	<b>x</b>		<b>A / I</b>
An understanding of general trends in the student market and specific trends in student lifestyles.		<b>x</b>	<b>I / P</b>
Ability to lead and manage staff effectively, creating an environment where staff are motivated and supported to achieve team and organisational goals	<b>x</b>		<b>A</b>
Ability to analyse and solve problems with an appreciation of longer-term implications.	<b>x</b>		<b>A / I</b>
Ability to develop creative approaches to problem solving.	<b>x</b>		<b>A / I</b>
Ability to embody and deliver the USSU values	<b>x</b>		<b>I</b>

**Tested by:** A (application form), P (Presentation), I (Interview).