



London Met Students' Union

Job Title:	Advocacy & Communications Manager
Effective Date:	1 st August 2024
Salary:	£36,500 - £40,500
Report To:	Chief Executive Officer
Responsible For:	Driving change through support and facilitation of student advocacy & communications by transforming our digital communications, supporting elected students, building student voice systems, managing data & evidence and managing the student case work function
Direct Reports	Communications & Marketing Coordinator; Student Adviser; Representation & Campaigns Coordinator

Job Purpose:

The Advocacy and Communications Manager will be responsible for providing leadership to drive student-led insight for impactful communications and evidence-based, representative student engagement, with a particular focus on including students marginalised or under-represented within the SU and higher education. They will transform our digital communications strategies to foster student conversations and communities. They will help to develop academic and campaigning communities to increase positive outcomes for our members. They will ensure and assure the excellent provision of free, confidential, independent academic advice to our students, and lead on using the learnings from this support to drive continuous improvement for students.

They will help maximise our democratic processes to ensure they are grassroots and representative to improve the overall student success and experience at London Met equitably. They will support the Elected Officers with their campaigns and to influence and lobby the University. The post-holder will be responsible for building constructive relationships with key stakeholders, in particular University staff; and working closely with the Elected Officers in championing an environment where ALL students feel able to share their voices and experiences.

Main Duties and Responsibilities

Communications

- Lead the development of engaging & impactful communications, focused on raising the visibility of the SU.
- To manage our membership database and web platform, ensuring GDPR compliance and robust data management processes are in place
- Lead the development of our digital platforms, including our website, membership database and social media channels.
- Lead the delivery of improved physical SU presence across the whole University estate.
- Manage and develop the SU Brand across all our communication channels, ensuring high adherence to brand guidelines.
- To generate regular reports that inform the development of our communications and provide insight into the behaviour of our members.
- To oversee our marketing and over income generation opportunities across the SU.
- To build key stakeholder relationships across the University and SU sector.

Campaigns & Influencing

- Lead the support and delivery of student campaigns and voice for the Union
- Be the expert in the latest innovations and approaches to campaigning and influencing across the sector.
- Build data and insight systems to provide evidence-based student campaigns
- To understand the EDI issues affecting LMU students and championing work with the Elected Officers and student communities to tackle them.
- Manage the delivery of, and continually strive to increase engagement in, the core democratic processes of the SU, including elections, student councils, AGMs and other relevant democratic functions.
- Lead the ongoing development and engagement in the student academic voice systems at the University

Advice

- Lead the development and expansion of the student academic advice service in line with the Advice UK Advice Quality Standard.
- Ensure the provision of in-person and online advice is available for students.
- Manage the case-management system, ensuring GDPR compliance and high quality record-keeping
- Ensure appropriate quality assurance and file review processes are in place
- Generate regular service reports to support and inform both the development of the service and the campaigning work of the elected Officer team.

Management Duties

- Lead the recruitment, induction and ongoing performance management of direct reports and student staff across the department
- Coordinate the work and monitor the workloads of direct reports, ensuring that staff levels are adequate and efficient.
- To provide leadership and direction for direct reports and student staff, to maximise their performance and their potential for themselves and LMSU.
- Assist in the development of direct reports by encouraging a coaching culture.
- Coach and mentor the Elected Officer team, and empower and support them throughout their term of office.
- Provide support, guidance and challenge to the Chief Executive and wider leadership team in the development and delivery of our strategic objectives.
- To ensure GDPR compliance across all functions within the department

Financial Duties

- To manage and monitor delegated budgets for the Advocacy & Communications Department.
- To develop & realise marketing and other income-generation opportunities.
- To ensure best value for money is obtained across the department, and to be accountable for security of all resources.
- Maintain financial controls and systems and ensure all budgets are managed effectively and in accordance with LMSU's financial procedures.
- To seek, where in line with our strategic objectives, external funding opportunities for our Advocacy & Communications work.

Miscellaneous/ Other Duties:

- Work across all sites as necessary
- Act as an ambassador for the Students' Union, promoting a positive image, in everything that you do
- Attend meetings and training events as required to aid Students' Union and personal development
- Undertake training and develop specialist knowledge in appropriate areas
- Review, plan and evaluate individual training needs, encouraging a learning and development culture
- Comply with and promote the environmental and sustainability policies and practices within the Students' Union
- Have a flexible approach to duties and work and, in particular, adopt a teamwork style with all colleagues and activities. This may involve undertaking duties in support of the activities and services of other areas of the Students' Union
- Carry out all duties in accordance with Students' Union policies designed to protect members of staff or students from harassment. It is the duty of the post holder not to act in a prejudicial or discriminatory manner towards staff, students, visitors or members of the public. The post holder should also counteract such practice or behaviour by challenging or reporting it
- Take reasonable care of health and safety of self, other people and resources whilst at work to comply with the Students' Union and University Health and Safety Policies, Codes of Practice and local arrangements
- Cooperate with the line manager or any other person with specific responsibility for health and safety, to enable the Students' Union's and University's responsibilities under the Health and Safety at Work Act to be performed
- Demonstrate a commitment to working in a democratic environment

The duties described above are not an exhaustive list, but are intended as being illustrative of the level and type of work required. The job holder may undertake other duties of a reasonable nature, as may be determined by the post holder's line manager from time to time, in consultation with the post holder. This job description does not constitute part of the contract of employment.

Review Clause:

This is a description of the job as it is presently constituted. It is the Students' Union's practice to periodically examine job descriptions and to update them to ensure that they accurately reflect the job that is required to be performed, or to incorporate proposed reasonable changes. This procedure is conducted jointly by each manager in consultation with the individual whose job description is being reviewed. All staff are expected to participate fully in such discussions. When a manager seeks to amend or vary the job description it will seek to do so with the agreement of the employee, giving consideration to any representations they may wish to make. Where agreement is not possible, the manager will confirm the changes to the job description to the employee in writing, together with the date from which the changes will take effect. The manager will provide an explanation as to why any representations have been unsuccessful, by whatever means are appropriate. Where changes are made to a job description, consideration will be given to whether the post should be subject to re-evaluation depending on the extent and scope of the changes.

Person Specification

Attributes	Relevant Criteria	How Identified Application/Interview	Rank Essential (E) or Desirable (D)
1. Relevant Experience	Managing the delivery of successful campaigns	Application & interview	(E)
	Managing digital communications platforms	Application & interview	(E)
	Managing membership management systems (such a MSL, UnionCloud, Salesforce or similar)	Application & interview	(E)
	Managing and developing a staff team	Application & interview	(E)
	Managing strategic project delivery	Application & interview	(E)
	Supporting and coaching elected representatives	Application & interview	(E)
	Managing casework services	Application & interview	(E)
	Using data and insights from services to drive improvements	Application & interview	(E)
	Management of budgets	Application & interview	(E)
2. Education and Training	Educated to degree level or other equivalent qualification	Application	(D)
	Evidence of strong commitment to continuous professional development	Application	(D)
3. General & Special Knowledge	A good understanding of best practice in supporting and empowering volunteers	Application & interview	(D)
	Expertise in communications strategy development, delivery and evaluation	Application & interview	(E)
	Expertise in the principles of campaigning, democracy and change making	Application & interview	(E)
	Knowledge of issues relating to equality, diversity and inclusion in a higher education environment	Application & interview	(E)
	Understanding of how to lead and develop excellent support services & casework	Application & interview	(E)

4. Skills & Abilities	Excellent networking, presentation, oral and written skills	Interview	(E)
	Good understanding of brand positioning and how to develop brand identity	Application & interview	(E)
	Excellent ability to challenge constructively	Application	(D)
	IT competent with a good understanding of Microsoft 365, SharePoint and other day-to-day management software	Application & interview	(E)
	Good project management skills	Application & interview	(E)
	Excellent ability to manage competing priorities in line with strategic objectives	Application & interview	(E)
	Able to use initiative to overcome challenges and identify potential opportunities	Application & interview	(E)
	Able to demonstrate a commitment to the organisations values	Application & interview	(E)