



**Job Pack**

**Communications**

**Engagement**

**Coordinator**

# Chief Executive's Introduction

## Dear applicant,

I am delighted that you are interested in applying for the role of Communications Engagement Coordinator at Students' Union UCL and I am pleased to be able to provide you with further details about the role.

Students' Union UCL is an inspiring organisation that is committed to providing a fantastic experience to the 48,000+ students at UCL. We aim to give students a transformative experience whilst studying at the University, supporting them to navigate the challenges of university life and empowering them to be exceptional leaders in their future lives and careers.

We're at an important part of our history, after a period of significant growth and renewal. We have an exciting vision to become one of the best student organisations in the world. In recent years, we have:

- Significantly increased support for our over 350 student clubs and societies, now providing the largest student activities and development programme in the UK with 20,000 active student members.
- Rejuvenated our democratic structures, including holding the largest student elections in the UK in each of the last three years.
- Been awarded Silver for Investors in People, with the Union described as a dynamic and fun place to work.
- Established one of the strongest student volunteering programmes in the UK with over 2,000 students volunteering in the local community each year.
- Expanded the work of our independent student Advice Service – supporting more vulnerable students than ever before.
- Improved the operation of our cafés, bars and gym to provide a higher quality of service and greater profitability to fund student services.
- Securing a multi-million-pound investment to enhance co- and extra-curricular activities as part of UCL's new Student Life Strategy.

You can read about our work over the past year here: [Impact Report 2023](#).

We hope you will be interested in joining us and supporting the next phase of our exciting growth and development.

Best wishes,

**John Dubber**  
Chief Executive



# About the Students' Union

Students' Union UCL is an organisation that exists to make more happen. We are the representative body for University College London's (UCL) students, one of the most diverse student communities in the world. UCL students have the potential to do anything, and the Union plays an essential role in helping them to achieve things they may have never thought possible. As a charity we employ over 90 career staff and deliver a wide range of services and representative functions for students. We work in partnership with UCL towards a fantastic experience for all of our 48,000 students and to ensure that university life enables them to develop the skills, experience and confidence to become the leaders of the future.

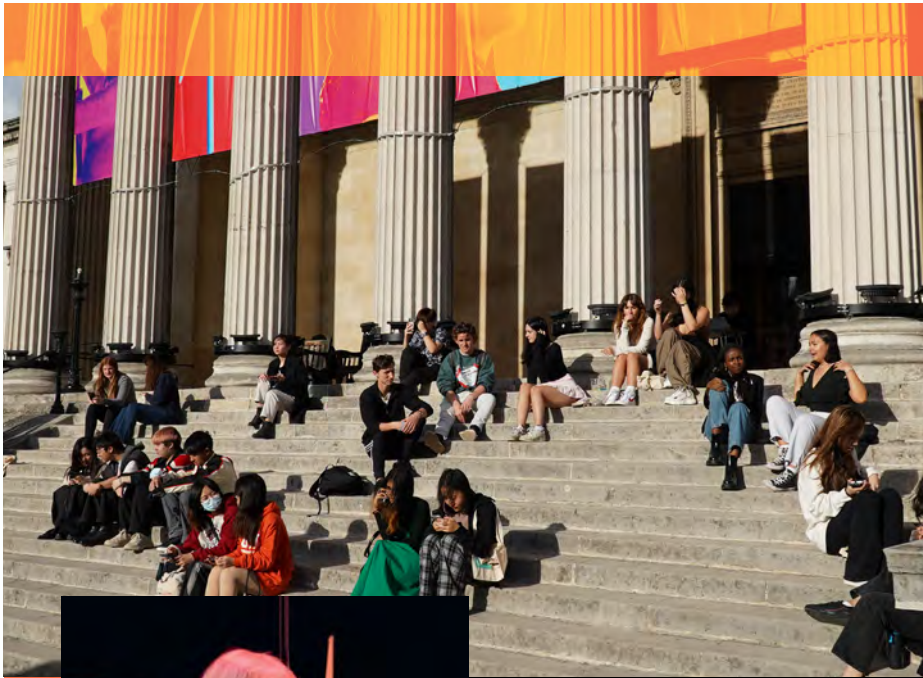
Our vision is of an outstanding experience for all UCL students and to be one of the best students' unions in the UK and the world.

## Our Services

Students' Union UCL is one of the largest student organisations in the UK. It is a charity with over 48,000 student members. It employs around 300 staff and has an annual turnover of more than £10.5m.

It provides a wide range of services including:

- Providing an extensive extracurricular activities programme, with over 350 clubs and societies – with 20,000 members – including all sport, music and performing arts provision at UCL.
- Major events to build student communities and celebrate the culture of student groups across the university.
- One of the largest student volunteering services in the UK, with 2,000 students contributing over 60,000 volunteering hours each year to projects across London.
- Five cafés, four bars, one merchandise shop, a gym, and two convenience stores.
- Support to over 2,000 elected student representatives across all university departments.
- An Advice Service supporting students to deal with housing, financial, academic, and employment issues.
- Fitness centre and 100-acre sportsground.
- Student media and radio station.
- Support to student representation, networks and campaigning groups.
- Student Job Shop.



# Job Description

Job Title: **Communications Engagement Coordinator**

Reports to: **Communications and Brand Manager**

Grade: **6**

## Purpose of the Job

Our ambitious Student Life strategy will significantly increase engagement with our activities programs across sport, volunteering, arts, and societies.

Communicating the opportunities and impact made for and by students created through the delivery of the strategy will require us to sustainably expand our communications and marketing work.

In line with our principles of enabling and empowering students to deliver for the peers, the Communications and Engagement Coordinator will:

- Coordinate a training and development programme for students who want to build their skills in marketing and communication through a range of practical, hands-on, opportunities alongside structured training and skills development sessions - enabling the Union to significantly expand its communications and marketing work through students.
- Coach and mentor student media leaders to help them grow and expand their titles/publications, providing advice and support to create a culture of excellent journalism.
- Support the wider communications team to develop and deliver communications campaigns, as well as supporting other staff across the Students' Union with their communications priorities.
- Provide additional support to the Students' Union UCL marketing and communications team with content creation, social media management, writing and editing, and newsletter and website content management.

## Duties and Responsibilities

- Coordinate a student development programme aimed at for students wanting to gain practical careers experience in communications and marketing.
- Recruit student cohorts annually to join the development programme, advertising the opportunity, holding interviews, and providing support and feedback to candidates.
- Hold regular one-to-one meetings and development sessions with students engaged on the development programme.

*Continued overleaf*

- Working with the wider marketing and communications team, allocate tasks and projects to students, providing clear guidance and goals, and support students where necessary to deliver these projects.
- Work with the wider Marketing and Communications teams to develop briefs and tasks for students.
- Organise training and development opportunities for students, and where necessary provide informal training on communications skills.

## **Communication**

- Support the wider Communications teams to plan and deliver marketing and communications campaigns and enable students' union departments to deliver their priorities through effective member-facing communication.
- Maintain a high standard of quality in all outward facing communications including through our website, social media and newsletters.
- Advise and support other teams in how to approach communications tasks, framing messages, and developing communications plans.
- Be a brand champion and expert on using the students' union tone of voice.
- Identify opportunities to communicate the impact made throughout the year through the Student Life strategy to both student audiences and external stakeholders.

## **Developing Student Media**

- Coach and mentor student media leaders, providing ongoing support and guidance during their time in post.
- Work with committees to set goals and action plans related to the growth of their publications.
- Establish partnerships with internal and external organisations and alumni to support student growth and development in media and journalism.
- Establish a pool of high quality student journalists who can be commissioned to work on a wide range of briefs.
- Provide training and ad-hoc advice student media outlets to help them understand libel and defamation law.
- Work with student media committees and the Activities Team to create development plans for their respective societies.
- Hold regular meetings and briefings to support student media committees and editors to understand the context in which they're reporting.
- Develop a culture of excellent journalistic practice amongst the student media outlets, and raise the profile of Student Media internally and externally.

*Note: This job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the post holder.*

# Person Specification

	Essential	Desirable	Tested at Interview	Tested at Application
<b>Qualifications</b>				
Higher education to degree level or equivalent		X		X
<b>Experience</b>				
Managing and motivating volunteers.		X	X	X
Delivering communications campaigns to diverse audiences.	X		X	X
Planning and developing creative communications campaigns.	X		X	X
Creating content for social media using a variety of mediums, including video.	X		X	X
Coordinating casual staff.		X	X	X
Training and coaching people.		X	X	X
<b>Knowledge</b>				
Working in or with media, press and journalism.		X	X	X
Good working knowledge of effective marketing and communications practices.	X			
Knowledge of the student market and marketing in youth sectors through social media.		X	X	X
<b>Skills</b>				
Strong attention to detail.	X		X	X
Ability to balance complex tasks and competing priorities		X	X	X

*Continued overleaf*

## Person Specification CONT.

	Essential	Desirable	Tested at Interview	Tested at Application
Proactive and able to work independently	X		X	X
Proven client / student first approach	X		X	X
<b>Values, attitudes and personal style</b>				
Evidence of commitment to Continuing Personal and Professional Development	X		X	X
A leader on equality of opportunity who values diversity and removes barriers to equality	X		X	X
Commitment to working in a democratic and student-led environment	X		X	X
Commitment to high standards of customer care	X		X	X
Flexibility and an adaptable approach to work	X		X	X



## Our Vision

**An outstanding experience for all UCL students and to be one of the best students' unions in the UK and the world.**

## Our Mission

We build a vibrant and empowered student community with real influence in UCL and beyond, that enables students to enjoy their time at university; pursue their interests and passions; see the world in new ways; and develop the skills and experience to change the world for the better.

## Our Team

Our biggest resource as a Union is our dedicated staff team, who deliver a range of services, such as providing advice, securing volunteering opportunities, supporting our clubs and societies and running our cafes, bars, shops and gym. We also have a number of staff delivering professional functions such as HR, finance, communications, and systems support.

## Our Strategic Themes

**Our Vision and Mission will be achieved through delivering four strategic themes:**

**Effective Influence**

**Amazing Experience**

**Vibrant & Inclusive Community**

**Excellent Union**

Read our current strategic plan at [studentsunionucl.org/about-us](https://studentsunionucl.org/about-us).

# Our Values

## Community Building

- We aim to build a strong sense of community for all our students
- We want students to feel they belong and feel pride in being UCL students
- We support and encourage our diverse student communities to grow and succeed

## Empowering

- We support and empower our students to develop their skills and confidence to change to the world for the better
- We help students to pursue their passions, discover new interests, and do more than they thought possible
- We provide support when students need it, helping them to access information, advice and support that enables them to overcome barriers and achieve their potential.

## Inclusive

- We are a diverse and vibrant community with many different opinions, viewpoints, needs and experiences
- We value every member of our community and always try to ensure that our services enable everyone to participate in our activities and play a full role in student life
- We believe that everyone has a right to express their views and to be listened to and respected as a member of our community

## Fun

- We want to make university life fun, distinctive and memorable
- We want all our students to enjoy their time at UCL and are committed to doing all we can to achieve that
- We embrace a positive, fun and inspiring working culture for our staff and officers

## Democratic

- We believe in representative democracy and work to empower and support our elected officers to help them to be effective leaders of the Students' Union and ambassadors for our members
- We cherish our democratic structures and want as many students participating in them as possible
- We recognise that not everyone will always agree, so we encourage our officers to listen to a broad range of student viewpoints and seek to ensure that they consider the breadth of student opinion before taking important decisions.

## Bold

- We are innovative and ambitious
- We want to be one of the best student organisations anywhere in the world
- Bold thinking is part of our DNA. We are part of a diverse, exciting city and a radical university which has welcomed imaginative thinkers and entrepreneurs

## Sustainable

- We want to be the most sustainable students' union in the UK
- We want to minimise our environmental footprint in every way possible
- We want to hand the Union on to the next generation of student leaders and staff in better shape than we found it, protecting its assets and services for the future

# Our Officers

Each year we ask UCL students to choose full-time Sabbatical Officers, who are elected by cross campus ballot, and serve as leaders of Students' Union UCL during their term of office. They are elected with a democratic mandate and have the goal of making positive change at the Union, UCL and beyond. In this role they serve as members of our Board of Trustees and work in partnerships with our Senior Management Team to represent students to the university and provide leadership to the Union's work.

We believe that becoming a full-time officer is one of the most impactful ways of making change happen. Officers work full-time on a special area that's important to them and represent students as members of our Board of Trustees and as members of senior university committees. They have support of full-time staff at the Union to ensure that they provide democratic leadership to our organisation. We also hold elections for a wide range of part-time voluntary roles.



## Salary and Benefits

The salary range is £34,605 - £39,980 including London Allowance per annum.

The annual leave entitlement is 27 days plus 8 Bank Holidays plus 6 closure days.

Amongst the many benefits, there is enhanced pay for maternity, adoption and paternity. We also facilitate flexible working to ensure greater work life balance. These roles qualify for a generous defined benefits pension scheme with an employer contribution. [Read more on UCL's website.](#)

Further details about the benefits are available via the link: [ucl.ac.uk/human-resources/working-ucl](https://ucl.ac.uk/human-resources/working-ucl).

If you have any queries or would like to have a discussion about the role please contact: PhilippaSkett, Communication and Brand Manager, at [p.skett@ucl.ac.uk](mailto:p.skett@ucl.ac.uk).



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