

University of Northampton
**Students'
Union**



DIGITAL COMMUNICATIONS INTERN JOB DESCRIPTION

Grade: 3 (£12 per hour)

Responsible to: Senior Marketing Coordinator

Responsible for: None

Functional Relationships: Elected Officers, Union Management Team, Union Coordinators

THIS IS US

OUR VISION

We are at the heart of student life, ensuring our students have an exceptional university experience.

OUR MISSION

Together we strive to improve the university experience by:

- Inspiring students to build strong communities where they flourish individually and collectively.
- Empowering students to make positive changes on behalf of the student community.
- Supporting students through their academic journey.

OUR GOALS

Goal 1: A Better Students' Union- We will be at the heart of student life, increasing student engagement in union activities, involving them more in decision-making, listening to their views, and broadening our appeal.

Goal 2: An Excellent University- We will curate a strong partnership with the university at all levels by becoming a reliable and credible source of insight, establishing ourselves as a vital stakeholder, especially when decisions are made affecting students. We are firm in our belief that by responding to student opinion, the University will make effective and experience-improving changes.

Goal 3: Maximising Our Town- We will connect students with the best Northampton has to offer, as well as working with local stakeholders to improve students' experience when living and/or studying in the town.

OUR THEMES

Theme A: Building strong student communities- We are dedicated to the development of student communities on and off campus. We want to bring students together to improve their experience and sense of belonging to the union, university, and the town.

Theme B: Empowering students to co-create an outstanding academic experience- The SU empowers student reps and groups to provide a strong, coherent voice to the university and wider community, ensuring decision making is always informed by student opinion. Our core responsibility is to make sure student voice is valued and acted upon in all areas of the institution.

Theme C: Ensure our students have the support they need to help them succeed at university- We will develop and improve SU services, and partner with UON and community support services to give students the wraparound support they need to flourish in Higher Educati

JOB DESCRIPTION

Principal Duties and Responsibilities of post-holder

1. Support in the delivery of agreed annual communications plans, as well as supporting the development of in-year comms with the internal staff team when required, ensuring content is in line with the SU brand and strategy.
2. Working alongside the Senior Brand and Communications Coordinator to consult with service delivery staff and elected officers to ensure our communications campaigns are strong and collaborative.
3. Support development of UNSU's brand and presence across all of our physical sites, and our physical and digital assets, ensuring our brand becomes a trusted and valued partner to our members and the University.
4. Work with the Students' Union Staff to develop our member's understanding of the Union, its elected officers and how our democratic functions work.
5. Develop a strong relationship within the Students' Union with staff, officers and volunteers.
6. Produce video content and copy for our website, email comms and social media channels.

To contribute to the overall effectiveness of the Union

1. Actively participate in meetings, personal development, and training events where there is a clear link to our strategy, your role or personal development.
2. Ensuring that statutory and legal obligations are met.
3. Ensure our financial sustainability by adhering to all financial procedures and processes of the Students' Union.
4. Promoting the Students' Union's various policies within your work, in particular Health & Safety, Equality & Diversity, Ethical, and Environmental.
5. Contributing to the positive image of the Students' Union with students, the University and the local community.
6. Working across the Union to share skills, improve capability or capacity and in support of service delivery.
7. Be flexible in your approach to work, ensuring you can work at any site as required, and unsociable hours as required to enable us to fulfil our mission.
8. The job description may be altered at any time in the future in line with the level of the post to meet changing requirements, please be assure that this will only be done in full consultation with the post holder.
9. Such other duties and projects as may be reasonably prescribed by the Union, appropriate to the grade and responsibilities of this post.

PERSON SPECIFICATION

The person specification will be assessed initially by the application form, followed by interview and if required, assessment.

Attributes	Criteria	Required	Desired
Skills, Knowledge and Experience	Ability to manage multiple projects in a dynamic and progressive environment.	X	
	Experience of marketing, brand and communications	X	
	Understanding of social media use in organisations, with considerations of trends and key audiences	X	
	Ability to produce quality video content for our comms channels		X
	Ability to write and deliver engaging copy for our members	X	
	An excellent collaborator	X	
	High level of attention to detail when reviewing written communication / ability to proofread effectively	X	
	Excellent verbal and interpersonal communication skills with the ability to communicate with a wide range of stakeholders at all levels.	X	
	Excellent IT skills i.e., Word, Outlook, Excel, PowerPoint	X	

Office Use

<i>Name of role</i>	<i>Area of Work</i>	<i>Version</i>	<i>Approval Committee</i>	<i>Approval Date</i>	<i>Revision Date</i>
Digital Communications Intern	Membership Services	1	HR (Ops)	09/10/23	09/10/27