

Head of Digital and Marketing

JOIN US!

WE'RE RECRUITING



Job Pack

Welcome

From our Student Leaders

Thank you for your interest in becoming our new Head of Digital and Marketing at Imperial College Union.

We exist to make a positive impact on the experiences and outcomes of all Imperial College students from all backgrounds, and we're looking for a new individual to help us deliver this mission.

Imperial College is an outstanding university and we're proud and privileged that we've had the opportunity to study here. As student leaders, we're also committed to continually improving the experience for future students, by providing amazing opportunities and challenging the College to be even better.

With over 380 clubs, societies and projects, we have some of the most engaged students and student leaders across the UK. We have a strong relationship with the College and have been on an exciting and positive journey of change and improvement over the last 3 years.

We're looking for a dynamic, creative and insight-led Head of Digital and Marketing to deliver a step change in our marketing strategy. We want an individual who will work closely with elected officers and staff to build our brand, grow engagement and help us deliver the best service we can for our members.

You'll need to be a supportive team player, able to manage digital and marketing strategy in a fast moving, agile environment.

We think this is an amazing opportunity to join us and build the best students' union in the UK.

Camille Boutrolle - Union President
Christian Cooper - Deputy President (Clubs & Societies)
Andreea Cojocsa - Deputy President (Welfare)
Stephanie Yeung - Deputy President (Finance & Services)
Yi Yang - Deputy President (Education)



Welcome

From the Managing Director

Help us continue our journey to become an outstanding Students' Union.

Imperial College Union has made significant progress over the last few years to become an organisation that positively impacts the lives of our members. We are looking for an individual that can develop and champion our organisation's marketing and communications strategy, so we can effectively target and engage with all our diverse membership. Imperial College Union is a special place, where you'll get to work among a supportive management group and with highly engaged and talented student leaders. We want someone to join our team that will collaborate with us to ensure our members get the very best from their university experience.

We recently launched our new strategy, having completed a 3 year turnaround 'back to basics' strategy in 2023. We are now in a strong position to develop our offer and maximise the opportunities we provide our members. Central to our ambitious aims is the creation of an innovative digital and marketing strategy. As Head of Digital and Marketing, you will be pivotal to our future successes, helping shape how we build connection and engagement with our members.

We have a very healthy and stable financial model, a constructive relationship with the College and an excellent workplace culture. We are looking for an individual to join us that is values-led and collaborative with a focus on empowering our staff and student leaders to be the best they can be. You will bring with you sound experience and understanding of practical marketing application and an understanding of how we can move to be a digital-first organisation.

This is a fantastic opportunity to join an organisation that has exciting times ahead, in a fantastic location, within a vibrant community. I really hope you'll want to join our passionate student leaders, dedicated staff team and supportive trustee board on our journey to become an exceptional students' union.

Tom Newman
Managing Director



About Us

About Imperial College Union

Imperial College Union is one of the oldest students' unions in the UK. We are a registered charity and our purpose is to make a positive impact on the experiences and outcomes of all Imperial College students from all backgrounds. We are a separate legal entity, and are independent, from the College. However, we work together in close partnership and we receive annual funding from the College through our block grant.

There is so much that makes Imperial College Union special. We're based in an historic campus environment in a bustling, beautiful part of London. Imperial students are some of the highest performing and most dedicated students in the world. They are hugely committed to their university education and want to get the most from their experience. This means they are incredibly engaged and keen to participate in the opportunities and activities we offer.

We're a values-driven organisation and care about doing things the right way. The core values that drive and shape our work are that: we act with **integrity**; we are **democratic** in our approach; we are **inclusive** in everything that we do; we are **accountable** for our work; and we are **ambitious** in what we want to achieve.

We are student-centred and place our students and student leaders at the heart of everything we do. Day-to-day leadership of the Students' Union is a shared endeavour between our elected Officer Trustees and senior staff team, headed by the Managing Director.

Our New Strategy

Like all organisations, we have spent much of the last 3-years responding to the challenges created by the pandemic. But we have also used the time to reflect on the inner workings of our organisation, trends within the higher education sector and the needs of our members. Working with imperial students, we identified areas in which we need to improve in order to become a more effective organisation. We have made significant progress against these areas already and are incredibly excited about the opportunities our changes have brought, and will bring, for students.

Our 'back to basics' strategy has guided our organisation over the last two years. Throughout that time we've undertaken significant work to:

- **Stabilise**
- **Reorganise**
- **Build a Stronger Culture**
- **Improve our systems, processes and planning to bring more focus to our work.**

Following significant input from our members and stakeholders, we have now launched our new strategic plan. This plan will support us to build upon the strengths of 'Back to Basics', ensuring we focus on the areas most important to Imperial students and enabling them to have the best possible experience whilst studying at the College. Over the course of our strategy, we will be developing our representation structures to ensure they are inclusive and allow all our students to have a voice. We will use feedback from our members to strengthen our services and deliver an experience befitting our excellent institution. The Imperial student community is creative and vibrant; our strategy will support all students from all backgrounds to fully participate in Imperial College Union so they get the very best from their university experience.

What we do

We run a diverse set of services, activities and support networks for Imperial students, including:

- **Student representation** - We empower a network of student leaders and academic representatives to champion the voice of students and ensure every student gets the best possible experience at Imperial.
- **Advice Service** - We run an independent and confidential advice service providing support on a broad range of academic and non-academic issues. This provides a safety net for many students who need support.
- **Clubs, societies and projects** - We support Imperial students to set up and manage over 380 different groups facilitating connections between students and ensuring they feel a sense of belonging during their time at Imperial.
- **Student media** - Imperial students volunteer their time to a number of different media groups including the Felix newspaper and we provide training, guidance and support to ensure they get the most from their experience.
- **Events and venues** - We provide events and activities within our different spaces, offering students the chance to study together, socialise and make lasting friendships during their time at university.

Find out more about our phenomenal range of student opportunities



How we're run

Democratic. Student-Led. Professional.

Board of Trustees

Our Board of Trustees is the most senior governing body at Imperial College Union. The Board is responsible for providing strategic direction, ensuring that we're meeting our charitable aims and working in line with our mission, vision and values. Membership of the Board comprises a combination of current Imperial students who are elected, students appointed to ensure the Board represents our diverse student body and Lay (external) Trustees.

The makeup of our Board changes annually, as new students are elected to representative roles. This leads to great diversity of thinking and broad life experiences among Board members, which is paramount to creating energetic, discursive meetings. Lay Trustees are appointed based on their skills, experience and what value they can bring to the Board.

Finances

As a charity, the Union is not run for profit. However, we aim for a financial surplus each year so that we can build healthy reserves. This ensures we always have enough cushion to preserve the quality of our services and staffing, and that we can weather periods of instability. Everything that is earned by the Union is recycled back into the services we provide. Our annual income, in a business as usual year, is around £11m.

This income is made up of an annual block grant from the College of c.£2.6m, our commercial operations including bars, restaurants, shops, and lettings, and sales and sponsorship partnerships with external organisations who will pay to reach our students through advertising or enriching experiences.

We have recently developed a strong financial model whereby our block grant covers the delivery of all our core, charitable activity, and therefore we are not reliant on generating significant commercial surpluses to fund core activity. Instead, we can use commercial profits to invest in our facilities or one-off projects.

Union Council

Our Union Council represents the voice of students to set the policy of the Union through bringing together student leaders from across all of our activities including Officer Trustees, Constituent Unions and Liberation Teams (amongst others) to provide political leadership. It does this by passing policies, mandating student leaders to carry out certain actions or campaigns, and by holding student leaders accountable.

Constitution

The Union is governed by a small set of important documents, setting out fundamental principles such as our charitable nature, membership, leadership structure, and key partnerships.

People

Our Officer Trustees

Our Officer Trustees (or Sabbatical Officers) play a key leadership role in the Union and are elected every year in our cross-campus Leadership Elections. They take a year out of their studies and work full-time, with a focus on making the Union and Imperial College even better.

The Officer Trustees work hard to improve the student voice for all students at Imperial by representing students to the College, for example attending key College committees, advocating on behalf of students and leading campaigns. Each Officer Trustee also works on their own projects as laid out in their goals for the year, working to improve every area of student life.



Christian
Deputy President
(Clubs & Societies)



Andreea
Deputy President
(Welfare)



Camille
Union President



Stephanie
Deputy President
(Finance & Services)



Yi
Deputy President
(Education)

Our Staff Team

Our senior leadership team is made up of the Managing Director and three Directors - all working closely with our Officer Trustees. They are supported by a team of around 50 career staff who help ensure that we can make a positive impact on the experiences and outcomes of all Imperial College students from all backgrounds.

We also employ over 200 student staff who work across our services in part-time roles whilst they study. We're passionate about providing employment opportunities to Imperial students, enabling them to support their studies and gain valuable employability and leadership skills at the same time.

[Find out more about our staff team](#)

About the Role

Head of Digital & Marketing

Job Title:	Head of Digital & Marketing
Department/Division/Faculty:	Imperial College Union
Campus location:	South Kensington
Job Family/Level:	Professional Services Level 4
Responsible to:	Director of Support Services
Line Management responsibility for:	Designers, Content & Communications Coordinators, Senior Web Developer, Systems Specialist
Key Working Relationships (internal):	Imperial College Union Senior Management Team, College Marketing Staff, Elected Officer Trustees, Staff teams
Key Working Relationships (external):	Other Students' Unions, External Suppliers
Contract Type:	Full-time, permanent contract

Role Purpose

The Head of Digital & Marketing drives the Union's digital presence and marketing function, reporting to the Director of Support Services. The role is pivotal in developing and executing comprehensive digital and marketing plans that align with the Union's strategy while providing valuable insights into consumer behaviour and market trends for our core services.

The role will enhance the Union's digital accessibility, web content design and social media, while supporting our Membership teams to communicate the benefits of the organisation and our Commercial teams to create and promote a sector-leading offer to our members.

By overseeing the Digital & Marketing team, this role aims to create a seamless and inclusive digital experience for users, while also developing and implementing effective marketing strategies that resonate with our target audiences. Through a data-driven approach, the Head of Digital and Marketing will offer actionable insights that contribute to the continuous improvement and success of the organisation.

Our values are below, they are our own and different from those of Imperial College:

- We act with **integrity** - our anchor value
- We are **democratic** in our approach
- We are **inclusive** in everything that we do
- We are **accountable** for our work
- We are **ambitious** in what we want to achieve

Our values aren't just a list of words in a strategic plan. They govern who we are, how we work and everything we do at Imperial College Union.

About the Role

Head of Digital & Marketing

Digital

- Support the development and lead the implementation of a robust digital plan in line with the organisation's strategic objectives.
- Ensure digital accessibility across all platforms to create an inclusive user experience.
- Supervise the design of web content, ensuring that it is engaging, informative, and in sync with our brand guidelines.
- Oversee the management of web development projects, ensuring timely delivery and operational efficacy.
- Manage a team of web developers and systems specialists to maintain, develop, or procure digital systems in a compliant and secure manner.
- With the Union's systems specialists, maintain and keep secure the Union's main database and data sources in compliance with the General Data Protection Regulations (GDPR).

Marketing

- Develop and deliver communications plans, while supporting the Senior Management Team in the development of an overarching communications strategy.
- Manage the brand portfolio by developing and delivering effective brand strategies and campaigns.
- Develop the Union's brand where appropriate and required and keep our visual identity updated.
- Analyse data to provide insightful reports for evaluating the effectiveness of marketing activities and strategies.
- Lead the marketing team, fostering a culture of innovation and excellence.
- Provide commercial marketing support to enhance revenue streams.
- Develop and implement publicity and public relations campaigns to ensure the Union's brand meets the expectations of its members.
- Manage the organisation's social media presence, ensuring consistency and engagement.
- Oversee the management of graphic design elements, ensuring that all visual materials align with brand guidelines and effectively convey the desired message.
- Direct the creation and placement of signage for both digital and physical spaces to enhance brand visibility and audience engagement.
- Develop and implement email marketing campaigns aimed at different segments of our audience, ensuring high engagement and ROI.
- Oversee the general development and optimisation of communications channels to ensure that they effectively serve the organisational objectives and reach the target audiences.

About the Role

Head of Digital & Marketing

Insight

- Gather data from various sources, including customer engagement metrics, web analytics, and sales performance, to form a comprehensive dataset.
- Conduct rigorous analysis of the collected data to identify trends, patterns, and areas for improvement.
- Compile insightful reports based on the data analysis, clearly outlining the effectiveness of existing marketing activities and strategies.
- Utilise the reports to inform and fine-tune future marketing plans, ensuring that they are data-driven and aligned with organisational objectives.
- Share the insights with the Senior Management Team and relevant stakeholders to facilitate data-driven decision-making across the organisation.

General

- Line manage team members, promoting professional development and a positive work environment.
- Lead recruitment efforts to attract, retain, and develop top-tier talent in digital and marketing domains.
- Exercise prudent budget control to ensure all activities and projects are executed within financial parameters.
- Manage relationships with external suppliers, negotiating contracts and ensuring the delivery of high-quality services and products.
- Dedicate efforts to minimize the Union's environmental footprint and advocate for environmentally and ethically responsible practices in alignment with Union's policies.
- Perform any other tasks consistent with the position's level, essence, and intent.

Notes

Imperial College and Imperial College Union are committed to equality of opportunity and to eliminating discrimination. All employees are expected to adhere to the principles set out in the College's Equal Opportunities in Employment Policy, Promoting Race Equality Policy and Discrimination Policy and all other relevant guidance/practice frameworks.

As job descriptions cannot be exhaustive, the post-holder may be required to undertake other duties which are broadly in line with above key responsibilities.

You will also be expected to observe and comply with all College policies and regulations, for example Health and Safety, Data Protection etc.

Working at ICU

Benefits of working at the Union

Your Benefits

As well as a highly competitive salary, working at the Students' Union means you'll be part of an exciting and progressive environment. Whilst the Union is fully independent, all of our staff are on Imperial College employment contracts meaning that you will gain access to a fantastic range of benefits including:

- Membership of the USS pension scheme with employer contributions of **21.6%**
- **39 to 40 days' annual leave** per year including bank holidays and Christmas closure.
- Additional Holiday Leave scheme allowing you to buy **up to 10 extra days holiday**.
- **Free eye tests** and well-person screenings.
- Discounted membership of the College's **state of the art gym** and sports facilities.
- Access to **Confident Care**, a 24/7 Employee Assistance Programme.
- **Enhanced** maternity, paternity, adoption and shared parental leave in line with College provision.
- A comprehensive range of training and **development** opportunities including access to the College's full People and Organisational Development Programme.

We think Imperial College Union is a truly brilliant place to work. Our student members really appreciate our talented and dedicated team, and our staff love it here too. But don't just take our word for it. Here's what some of our colleagues had to say in our 2022 Employee Engagement Survey...

“

The best thing about working at ICU is the team. Everyone is lovely, respectful, kind & caring.

”

“

ICU has a great culture where everyone is passionate about their jobs and the atmosphere is friendly. The SMTs are supportive and care about staff's personal development. The leaders have set a clear goal that we know what to expect by following the Back to Basics plan. I have seen great changes since I started and I am positive about the outcome in a year's time.

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