



London Met Students' Union

Job Title:	Marketing and Communication Coordinator
Effective Date:	Spring 2024
Salary:	£28,439 - £30,490
Report To:	Chief Executive
Responsible For:	Marketing, Communication Functions
Direct Reports	Student Staff

LMSU is a values driven charity with a mission to empower students to make the most out of their time at LMU and transform their lives for the better.

The **Marketing, Communication Coordinator** is an essential to delivering this mission.

Job Purpose:

- To engage our student members through our varied communications channels in the wide range of opportunities and services we offer.
- Support the development and implementation of major Union events such as our Welcome Week and Leaders Elections & provide a framework for other staff and officers of the Union to run smaller scale events independently.
- Generate income for the Union by working closely with our media partners Native, as well as identifying other income generation opportunities for the Students' Union.
- Monitor, evaluate and improve the reach and engagement of our students in our communications and marketing.
- Support Elected Officers and Student Representatives through provision of advice, guidance, support and training.

The Union has a flexible working environment with an expectation that the staff member in this role would be working in person, on campus up to three days each week.

Main Duties and Responsibilities:

Management and Supervision

- To line manage direct reports and monitor their workload to ensure adequate and efficient staffing levels.
- Recruit and manage student staff and volunteers to support union projects, events and campaigns.
- To maintain regular and constructive feedback channels with direct reports.
- To undertake appraisal and performance reviews for direct reports, in line with Union HR policies.

Communications

- Develop content for and implement an annual calendar of creative, targeted communications mapped to the student lifecycle.
- Liaise with colleagues to ensure suitable promotional campaign materials are in place for events, campaigns and activities.
- Build relationships and collaborate with University teams and departments, the local community, NUS, and other stakeholders/influencers in order to grow our network, raise awareness and drive engagement.
- Coordinate all digital communications, developing content and driving engagement between members and the Students' Union, including monitoring and ensuring the Union website and social media channels are up to date with news and articles on a regular basis.
- Working with the Student Activities Coordinator to support student groups, to communicate their activities to students.
- Champion and safeguard the brand and ensure consistency, creativity and impact across print and digital outputs.
- Co-ordinate the design and production of digital and physical marketing communications materials.
- Coach, train and assist Union staff, student officers and students on communications and content, including creating how-to and best practice guides and delivering training.

Marketing & Media Sales

- Working with our external commercial partner to sell advertising and promotional opportunities to our members, ensuring all activity is in line with Union ethical practice policies.
- Develop and sell a range of advertising and promotional media and identify new marketing income streams for the Union.
- Generate purchase orders, track income and liaise with the Finance team regarding raising invoices, contacting clients etc.
- Lead the income-generating aspect of key Union events including Freshers Fair, Refreshers Fair and others

Sponsorship

- Explore opportunities for sponsorship of Union services, events and activities
- Advise student groups and provide links for suitable sponsorship, liaising with University departments where necessary to ensure collaboration where possible.

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	Rank
1. Relevant Experience	Relevant experience of planning and developing communication campaigns and content across a broad range of topics, channels, and audiences.	Application Form and Interview	E
	Experience of using qualitative and quantitative research methods to inform campaigns and their effectiveness.		E
	Experience of increasing revenue through targeted and effective communications and marketing activity		E
	Experience of using digital design tool, such as Canva or Adobe		E
	Experience of working in a democratic or membership-focussed organisation		D
	Experience of developing and delivering training and development for individuals and groups		D
	Experience of organising and managing events		D
	Experience of working with and motivating volunteers		D
2. Education and Training	Educated to Degree level or with equivalent experience	Application Form	D
	Communications or Marketing-related qualification		D
	Management-related experience		D
3. Skills & Abilities	Computer literate in Microsoft Office Suite, as well as able to understand basic HTML coding and logic	Application Form and Interview	E

	Ability to use creative ideas and innovations within our brand to promote our work		E
	Understanding of how equality, diversity and inclusion relates to communications and marketing		E
	Ability to, or willingness to learn how to develop our web-platform in partnership with our platform providers MSL.		E
	Excellent verbal and written communication skills		E
	Able to work with minimum supervision, manage own workload, meet deadlines, determine priorities and deal with multiple demands		E
	Working effectively as part of a team and using your own initiative		E

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications (long list) which meet all of the essential criteria, we will then use the desirable criteria to produce a shortlist.