

Recruitment Pack Digital Marketing Assistant

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Applying for a position

Thank you for your interest in this role at the University of Gloucestershire Students' Union.

Filling in the application form

The online application form is the first part of the selection process and it will be used to select applicants for interview. Please complete all sections fully.

It is important that you provide details which you consider relevant to the position as detailed in the job description and person specification, which demonstrate your suitability for the position against the essential and desirable requirements to do the job as stated in the person specification.

Please be as accurate as you can about dates of employment and hours of work.

- In the section with your further details we advise that you look through the person specification and let us know how you match each point. That's your chance to tell us all the reasons we should hire you!
- We can offer training for someone that excels in some of the areas, or if you can offer other qualities you think would be useful for the role, please indicate this on your application form."

Contact

If you would like further information about the role, please contact Emma Pethybridge on **01242 714678** or email epethybridge@glos.ac.uk

Please supply evidence of previous relevant creative work & anything else you feel is appropriate in support of your application.

Important Dates

Closing Date: 11.59pm Sunday 5th June 2022

Interview Date: The week beginning 13th June 2022 (via Microsoft teams)

Start Date: Monday 5th September 2022

Job Details

Job Title: Digital Marketing Assistant

Location: FCH Campus / Remote working

Department: Marketing Department

Salary:

Minimum **£9.50/hr**

Contract Type: Fixed-Term until Friday 2nd June 2023

Hours: Approx. 15 hours per week

Working Days: Flexible- can be done with split hours across week or on two set days

Main purpose of the job

Maintain content on the Students' Union website and regularly update and promote comms on the Students' Union digital channels in order to increase awareness of our services, events and activities. The position will involve working with a content management system & supporting SU staff and officers to deliver and report on high quality campaigns.

Responsible to

Marketing and Commercial Services Manager

Main duties and responsibilities

- Responsible for developing, scheduling and promoting SU campaigns and commercial projects on our social media. This will be achieved by creating content and updating digital channels regularly.
- Work with SU staff to produce, edit and update the website using our content management system. This will require editing of copy to ensure it has the right tone of voice and fits within our brand and style guidelines, plus regular HTML and CSS editing to improve the websites look and usability.
- Manage student queries through social media platforms, email and live chat. Work with SU staff and officers to respond and direct students to relevant services and support.
- Monitor the website to ensure all information is accurate and current and to liaise with specific departments, as and when required, to ensure all sections are kept up-to-date. This will also include delivering basic training for SU staff and Officers.
- Work with the Marketing Team and other SU/University departments to create and send out regular emails and newsletters to appropriate segments of our membership.

- Propose inventive online and digital strategies to raise awareness around campaigns, key events and services.
- Regularly track digital performance of all digital channels using Google Analytics, Facebook and Instagram Page Insights, HootSuite and any other suitable analytical sites.

General duties

- To understand and uphold the purpose and values of the organisation and ensure that these guides and inform the work and conduct of the post holder
- To be knowledgeable of the union constitution, as it applies to this post, including any legal requirements.
- To work in accordance with all SU policies and procedures, including health and safety, staffing protocols, financial procedures and the SU's equal opportunities policy
- To undertake any other duties and responsibilities commensurate with the grade of the post, properly directed by the line manager. These variations will not change the general character of the post or the level of responsibility entailed
- To attend from time to time, as required, meetings as necessary to meet the requirements of the post
- To attend all staff development days and training as required. Flexibility in working hours may be required to accommodate this
- To ensure the SU's aspirations to reduce our environmental impact are delivered, contributing positively to the department and the organisation's aims
- To be flexible and adaptable in a changing environment, the role holder may be assigned to other areas of the students' union to meet the needs of the service. This will in turn provide development opportunities in which to broaden experience

Person specification

E= Essential

D= Desired

Education, qualifications and training

Good general education/relevant qualifications

E

Knowledge

- A strong knowledge of social media E
- Basic understanding Adobe Creative Cloud D
- Basic understanding of content management systems E
- Experience of using HTML and CSS E
- A working knowledge of and support for the work of students' unions D
- Experience of producing analytical reports D
- Awareness of current issues surrounding students D
- Experience creating video content for reels/ tiktoks E

Experience

- Experience drafting or editing content E
- Experience of working in a range of environments D
- Experience of supporting student-focused events and activities D

Skills

- Excellent written and verbal communication skills E
- Good administrative skills E
- Ability to work effectively in a team E
- Comprehensive IT skills E

Special requirements

- Self-reliant with ability to work without close supervision and use own initiative
- Be able to prioritise between conflicting work priorities and deliver to strict timescales

Programs:

Ideally have some experience with the below programmes:

Social Media: TikTok, Facebook, Instagram, Snapchat, Hootsuite, Linktree

Email platforms: Mailchimp Outlook

Analysis and Tracking: Social Media Pages, Excel, Google Analytics

Additional Information

Relationship to an employee of the Students' Union or University

You are required to state on your application form whether you are related to or closely acquainted with either an employee / Officer of the SU or of the University. We wish to ensure that the selection process is not prejudiced in any way. Any deliberate failure to make a disclosure will disqualify you. If a relationship is discovered after appointment, this may result in dismissal.

Canvassing members of the Students' Union / University

Canvassing Full Time Officers or employees of the Students' Union / University either directly or indirectly in an attempt to gain preferential treatment in connection with an appointment will disqualify you. This provision does not prevent a member of staff from providing a reference of your ability, experience or character for submission with an application for appointment.

Disclosure of criminal convictions

You will appreciate that the Students' Union must be particularly careful to enquire into the character and background of any person who may supervise or have access to persons under the age of 18. Therefore this employment is exempt from the provisions of the Rehabilitation of Offenders Act 1974. This means you are not entitled to withhold information requested by the Union about any previous convictions you may have, even if in other circumstances these would be regarded as 'spent' under the Act. You must provide the Union with information about any previous convictions (excluding minor traffic offences) you may have before commencing employment.

During the period of your employment you must also immediately disclose to the Union if you are subject to any criminal or traffic investigations, charges or convictions (excluding minor traffic offences). Failing to provide the required information under this clause is gross misconduct and may result in your dismissal.

Equal Opportunities

The Students' Union serves a wide range of diverse groups and individuals. We therefore believe that commitment to and experience in a diverse and equal opportunities' environment is invaluable. We would therefore encourage you to respect the Students' Union in its commitment to equality of opportunity and equal treatment irrespective of gender, gender reassignment, race (including colour, nationality, caste and ethnic origin), disability, sexual orientation, marital status, part-time status, pregnancy or maternity, age, religion or belief, political belief or affiliation or trade union membership.

Please help us to monitor the effectiveness of our policy by completing all parts of the Equal Opportunities Monitoring form. This form will not be circulated to those involved in the selection process but will form part of the personal confidential record of the successful applicant.

If you have a disability

If you have a disability, there are ways in which we can help you, by giving assistance with completing the application form, making special arrangements if you are invited for an interview and make adjustments to the job where justified and reasonable. Please indicate your requirements on the Equal Opportunities Monitoring Form.

This application form is available in large print. Please contact us if you require this format.

What happens next?

We email all applicants to notify them if they have / have not been shortlisted for interview.

Whatever the outcome of your application, thank you very much for the interest shown in working for the Students' Union at the University of Gloucestershire and we wish you every success for the future.