

Applying for a position

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

Filling in the application form

- Please use the online form available at uogsu.com/workforus to complete your application
- 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
- 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

Returning your form

You can make your application to the SU via email to epethybridge@glos.ac.uk
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: Tuesday 10th August, 5pm

Interview Date: Thursday 19th August

Start Date: As soon as possible

Job Details

Job Title: Marketing and Events Coordinator

Location: Across all of the main University of Gloucestershire sites with 60% 'home' Campus either Oxstalls, Gloucester or Park, Cheltenham

Department: Marketing Department

Reports to: Marketing and Commercial Services Manager

Salary: £18,548

Contract Type: Full Time

Hours: Full time, normally 9am-5pm with responsibility for overseeing events outside of these times

Working Days: Monday- Friday

Benefits: 25 days holiday pro rata, contributory pension scheme available.

Main purpose of the job

Support the Marketing & Commercial Services Manager to deliver high quality and engaging campaigns and events for students. This will involve working to briefs and helping students and staff to develop strong propositions for students and increase awareness of our services 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. You will take the lead in organising our bar spaces, stock management and hosting student events.

Responsible to

Marketing and Commercial Services Manager

Main duties and responsibilities

- Responsible for developing engaging and valuable student campaigns with the Marketing manager and SU Full Time Officers. This will be achieved through creative briefs, reviewing student insight and strong project management skills
- Work with SU staff to produce content, 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
- 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 campaigns using Google Analytics, Facebook and Instagram Page Insights, HootSuite and any other suitable analytical sites
- To lead the SU entertainment programme, ensuring that the student body receive a high quality and diverse programme of events across the different campuses
- To assist in the planning of major SU events such as Welcome, Graduation, Sport and Society Awards, Varsity etc
- To ensure that events are effectively advertised, working in partnership with the Graphic Designer and Digital Marketing Assistant
- To be a point of contact for students / University staff / SU staff who wish to utilise on-campus spaces for events, and to assist them in the planning and delivery of a successful event
- To order and maintain stock levels held within the bar and provide regular reporting of stock levels to the Finance Manager

- To act as a premise license holder if required (training provided if necessary)

Department responsibilities

- To supervise, support and develop relevant student staff

General duties

- To understand and uphold the purpose and values of the organisation and ensure that these guide 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 contribute positively (with full day commitment) to at least two university open days and to undertake general team duties during the main annual welcome period
- 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

This section describes the qualities we'd like to see in the post holder- but where we can offer training for someone that excels in some of the areas, or where you can offer other qualities you think would be useful for the role, you should indicate this on your application form.

Education, qualifications and training
Good general Education/ relevant qualifications E

Knowledge
A strong knowledge of social media E
Basic understanding of Adobe Creative Cloud D
Strong commercial awareness E
Basic understanding of content management systems E
Ability to produce analytic and performance reports E
A working knowledge of and support for the work of Students' Unions D
Awareness of current issues surrounding students D

Experience
Experience in:
Project/ campaign management E
Event Planning E
Drafting and/or working from creative/project briefs E
Working with other creatives to produce content E
Drafting or editing imagery and copy E
Using HTML and CSS D
Delivering projects to budget E
Managing stock levels and ordering requirements D

Skills
Excellent written and verbal communication skills E
Good administrative skills E
Able to work effectively in a team E
Comprehensive IT skills E
Strong analytical skills D

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

Values and Ethics

Desire to work within a student led environment
Understanding and commitment to equal opportunities, liberation and diversity

Programs:
You will be using a wide range of programs including but not limited to:
Social Media:
Facebook
Instagram
Snapchat
Hootsuite
Linktree

Email platforms:
Mailchimp
Outlook
MSL Messaging Platform

Analysis and Tracking:
Social Media Page Insights
Excel
Google Analytics

We're committed to providing a life-enhancing student experience, take a look at how we plan to achieve this: uogsu.com/strategy

University of Gloucestershire Students' Union

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The Park, Cheltenham, GLOS, GL50 2RH

UGSU is a part of the National Union Of Students

UGSU represents students from the

University of Gloucestershire

The University of Gloucestershire Students' Union is a registered Charity No.1148393 and registered company No.8155140.