

# COMMUNICATIONS & EVENTS MANAGER (MATERNITY COVER) RECRUITMENT PACK



UNIVERSITY OF SUFFOLK  
STUDENTS' UNION

**SU**

# ABOUT US

The University of Suffolk Students' Union is a member-led, independent charity representing over 14,000 students studying at or through the University of Suffolk. We are based at the University's Ipswich campus, but support students across the UK, and around the world studying at partner institutions.

Our purpose is to support the betterment of students' education and we deliver this through empowering students and providing representation, advice, activities, events, and a range of commercial services aimed at supporting our charitable activity.

The Students' Union is led politically by a team of elected student officers, and is overseen by our Board of Trustees, both of which include our two full-time Presidents. The Board of Trustees employ the Students' Union Chief Executive who is responsible for the day-to-day running of the organisation, delivery of services, and the Students' Union Staff team.

The Students' Union is currently going through an exciting period of growth with the aim of developing and improving the way in which we support and represent our members. We will soon be developing our 5 year strategy and this role will be crucial in helping us deliver for our members.



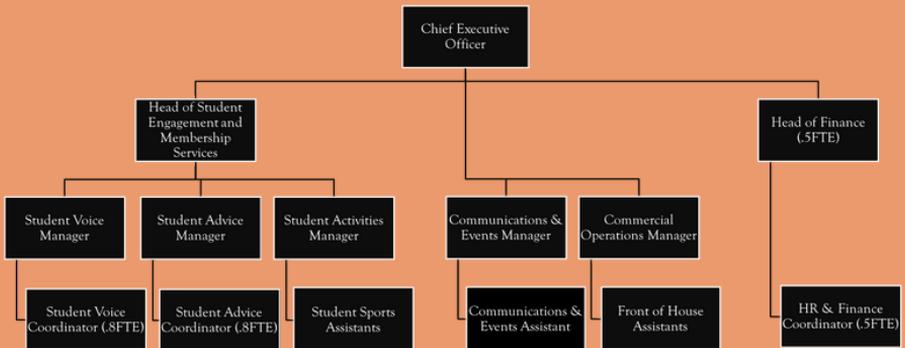
# OUR TEAM

The Students' Union (SU) is made up of a hard working, dedicated, but friendly staff team who have ensured the Union continues to punch above its weight as a small SU. The team is overseen and led by the Chief Executive who is accountable to the Board of Trustees for the overall delivery of our services.

We recently undertook a staff restructure which has seen the creation of a range of new roles across the SU with particular focus on the delivery of our membership services provisions. The Students' Union is made up of three departments:

- Student Engagement and Membership Services
- Communications and Commercial Services
- Finance and Human Resources

This role will be part of the Communications and Commercial Services department. As a small team, staff are often expected to help out across the Students' Union which provides a unique opportunity to develop new skills and find out more about how other areas of the Union's work.



# THE ROLE

## COMMUNICATIONS & EVENTS MANAGER (MATERNITY COVER)

Location: University of Suffolk Students' Union Office

Grade: 6

Salary: £30,263

Hours: 35 hours per week (Fixed Term - 13 months)

Reports to: Chief Executive Officer

### Key Accountabilities

1. Under the direction and support of the Chief Executive Officer, plan, deliver and implement an annual communications plan and strategy which promotes the Union's elections, activity, and opportunities to members and encourages their positive engagement.
2. Organise and implement the SU events programme including the Union's Freshers events programme and the Summer Ball ensuring customer service and student satisfaction are key priorities.
3. Lead on operational planning, tracking, and measuring of the impact of work in communications and events in order to contribute to the overall performance and planning of the Union.



# JOB DESCRIPTION

1. To line-manage and support any student-staff allocated to work within areas of communication and events for the Union.
2. Develop a clear annual communications plan and strategy for the Union which prioritises the promotion of key Students' Union activity includes elections, the advice service, sports, societies, volunteering opportunities, student voice work, and events.
3. Create and share creative content across the Students' Union digital platforms ensuring it remains responsive to our members social media activity and behaviour.
4. Maintain the day-to-day running of the Students' Union social media platforms ensuring they respond or signpost any student enquiries in a timely and positive manner.
5. Ensure the up keeping of the Students' Union website, and where necessary support other managers across the Union to develop the content and information related to their service.
6. Work with staff and student officers to create engaging, innovative, and creative communication campaigns which support their own campaigns and activity.
7. Develop and ensure a consistent brand identity across all platforms.
8. Act as the press contact for all local and national press, working directly with the Sabbatical Officers in response to press enquiries.
9. Support the development of various communication materials including printed materials, providing editing and proof-reading support for the Students' Union departments where necessary.
10. Lead and develop the yearly SU events programme including the Freshers week activity and Summer Ball.
11. Support the development and running of additional SU events across the year including supporting other Students' Union department in running events relating to their service.
12. Ensure SU Events remain responsive to students demands and implement a process to gather and respond to student feedback in a timely and effective manner.
13. Work closely with the Chief Executive Officer, to develop key performance indicators and an operational plan for the Union's communications and events activity.
14. Maintain and manage the budget relating to communications and events ensuring where possible the area remains within budget and performs in line or better than agreed income targets.
15. Support the development of the Students' Union strategy ensuring it is effectively communicated to students across all appropriately platforms.
16. Support the Union's development of a new brand identity following the launch and development of our long-term strategy

# PERSON SPECIFICATION

CRITERIA	Essential/Desirable
<b>QUALIFICATIONS</b>	
Good general education, to degree level or equivalent	Essential
Emergency First Aid at Work	Desirable
Mental Health First Aid	Desirable
Evidence of continuing professional development	Desirable
<b>KNOWLEDGE AND EXPERIENCE</b>	
Demonstrable experience of managing social media platforms and content creations	Essential
Experience of managing website design and maintenance	Essential
Experience of copy writing and proof editing	Essential
Experience of managing communication campaigns	Essential
Experience of managing budgets	Essential
Experience of developing and delivering support and training	Desirable
Demonstrable understanding of current issues and themes in Higher Education and Students' Unions.	Desirable
Experience of working within the Higher Education Sector.	Desirable
<b>SKILLS</b>	
Exceptional interpersonal and communication skills (written and oral)	Essential
Able to develop and maintain effective working relationships with internal and external colleagues, stakeholders and partners.	Essential
Proven skills in providing emotionally intelligent customer service	Essential
Able to apply systems and processes to a wide variety of functions	Essential
Organisational skills and ability to manage competing priorities	Essential
Ability to work with and support a diverse range of members	Essential
Appropriate levels of IT skills	Essential
Good coaching and mentoring skills	Desirable
Strong project management skills	Desirable
Ability to formulate development plans for services and activities	Desirable
<b>VALUES AND ETHICS</b>	
Desire to work within a democratic student led environment	Essential
Understanding and commitment to equal opportunities	Essential
Demonstrably high standards of personal integrity	Essential

# APPLY NOW

Please submit the following via Email to Tali Atvars (CEO, Interim) at [t.atvars@uos.ac.uk](mailto:t.atvars@uos.ac.uk):

- Copy of your **latest CV**
- Completed **Application Form**
- Completed **Equality & Diversity Monitoring Form**

A copy of the application form and equality & diversity monitoring form can be found on the job section of our website: [www.uosunion.org/mysu/jobs/](http://www.uosunion.org/mysu/jobs/)

If you are interested in finding out more about the role or would like to have an informal conversation before submitting your application please get in touch with Gergana Ivanova, Communications & Events Manager, at [G.Ivanova@uos.ac.uk](mailto:G.Ivanova@uos.ac.uk)

**Deadline for applications: Friday 26th August, 10am**

Interviews for the role will take place between Friday 2nd September, with candidates offered the choice of interviewing online or in-person.

## **Note**

The role is offered at 35 hours a week, however the Students' Union will consider applications from those who would like to work reduced hours. We would also like to remind anyone considering applying, you don't need to match everything on the person specification to be just the candidate we are looking for!

[www.uosunion.org](http://www.uosunion.org)  
[su@uos.ac.uk](mailto:su@uos.ac.uk)



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