



COMMUNICATIONS MANAGER

Thanks for your interest in Beds SU. We are a fun and professional workplace that achieves for and through our students. If appointed, you'll join a diverse and committed team who enjoy working together and love what they do.

Please read this document carefully: it includes the Job Description and Person Specification. Together, these outline the duties of the vacancy and list the required competencies and values to perform successfully in post. To be considered for interview, you will need to have demonstrated how your skills, experiences and attributes meet these criteria.

Should you wish to apply, please complete our online application form before the deadline. We will only accept anonymised CV's submitted via the online application form.

The closing date for application is 9am, 9th September 2019.

Apply via the online application form at www.bedssu.co.uk/apply

When completing an application, please refer to this document, in particular the Person Specification, and demonstrate how your experience makes you perfect for this role.

We endeavour to respond to all applicants, however if you have not heard from us within two weeks of the deadline, please assume that you have been unsuccessful.

Beds SU is committed to diversity and inclusion amongst its staff, reflecting the communities it serves. We welcome applications from those from Black, Asian and ethnic minority backgrounds, as they are under-represented at Beds SU. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age. *We are happy to discuss any reasonable adjustments individuals may require.*



Beds SU
Campus Centre
Park Square
Luton LU1 3JU

Email: beds.su@beds.ac.uk

Website: www.bedssu.co.uk

JOB DESCRIPTION

COMMUNICATIONS MANAGER

Salary: £24,500 per annum

Location: Luton Campus (Bedford Campus and Study Centre on occasions)

Working Hours: 37 hours per week (28 days holiday including bank holidays, plus additional concessionary days)**

** Beds SU welcomes applications from those seeking alternative or flexible working arrangements/patterns (e.g. reduced hours, term-time arrangements, etc.); such will be considered against business needs as constructively as possible.*

Contract: Full-time, Permanent

Department: Marketing, Communications and Business Development

Overall Purpose

Via the implementation of the Union's communications strategy, positively engage the SU's diverse student body across all university locations (campuses/study centres) with the varied activities of the SU. By best utilising colleagues, external relationships and available systems and resources, deliver effective, impactful, tailored communications that are well researched, resourced, planned and reviewed.

Duties and Responsibilities

- Provide support and direction to the Communication Team to deliver well planned and creative communications campaigns designed to increase student engagement with the Union, its services, its activities and its events.
- Maintain schedules and milestones for planned communication activities and advise colleagues across departments on appropriate communications solutions.
- Ensure unions communication material and content is delivered to a high standard with a strong and consistent brand identity.
- Take responsibility for the day-to-day coordination of the Union's communication activities.
- Take the lead in developing the union digital assets and communications channels, ensuring we are reaching out to our diverse membership across all university sites, whilst remaining engaging and relevant.
- Develop and maintain a consistent email communication approach that delivers segmented information to our members, tailored in the most effective means.
- Provide management and development of the Communications Team and reports, including setting out tasks, expectations and appraising performance.
- Assist with the collection and reporting of market intelligence.
- Oversee the delivery of liberation and awareness campaigns as directed by SLT.
- Ensure appropriate metrics are in place to measure the success of the organisation's branding and communication work; that are regularly tracked, understood and exceeded within the organisation.
- Provide, training, development and management of student staff in the Department.
- Plan and deliver Welcome Week communication, activities and events.

Key Areas of Work

- Communication strategy implementation
- Segmented and campus specific communication
- Communication Team management (including Student staff)
- Project management & communication planning
- Branding & signage development
- SU awareness and engagement
- Digital communication channels/platforms
- CRM systems and databases

Personal Development

As an organisation, we are keen to ensure the continuing development of our staff. This position will provide ongoing training to ensure skills remain up to date as well as opportunities to seek further relevant qualifications. Development needs and aspirations will be discussed on a case by case basis.

Our Green Impact

All employees at Beds SU are asked to support the Union's ongoing efforts to improve day to day sustainability practices both internally and in all work undertaken with our stakeholders. This includes – but is not limited to – ethical sourcing, resource and waste management, highlighting potential environmental impacts of planned activities, and reducing the carbon footprint of business mileage.

PERSON SPECIFICATION

COMMUNICATIONS MANAGER

Attributes	Requirements:	Evidence /Identified:
Knowledge & Experience	Relevant experience and/or qualifications Experience of working in a similar role Knowledge of effective communication strategy implementation Staff management experience An understanding of Higher Education and/ or Students' Union A clear understanding of the General Data Protection Regulations Experience of project management and communication planning Understanding of and commitment to the principles of equal opportunities, diversity & inclusion Experience of using digital communication platforms and CRM systems	Application Application Application & Interview Application Application Application & Interview Interview Application
Skills	Excellent computer literacy and keyboard skills (Microsoft Office, Creative Cloud Suite) Ability to supervise, motivate and develop a team of staff and volunteers Excellent communication and presentation skills both written and oral Excellent copy writing and proofing skills Time management and prioritising skills	Application Application & Interview Application & Interview Application & Interview Interview
Personal Qualities	Patience, enthusiasm, ability to motivate others Ability to work in a democratic environment Flexible and adaptable approach to work and working hours Customer focused with the ability to work with a range of people Ability to work under own initiative, as well as part of a team Evidence of continued professional development Able to contribute to driving continuous improvement	Interview Application & Interview Interview Application & Interview Interview Application & Interview Interview