



**UNIVERSITY OF LINCOLN STUDENTS' UNION
JOB DESCRIPTION**

JOB TITLE: Marketing Assistant	DEPARTMENT: Central Services
LOCATION: Students' Union	REPORTS TO: Assistant Marketing & Communications Manager
SALARY: Grade 3 (£17,407 per annum with an increase to £18,009 from 1 st August 2019) 37 hours per week, full time permanent	DATE: July 2019

Context	<p>The Students' Union is an independent body affiliated to the National Union of Students and exists to support students in both their academic and non-academic experiences; whilst working closely with the University and local community</p> <p>Student leaders are elected by the student body and supported by the staff's expertise to deliver services and represent student needs; to enhance the experience of all students at the University of Lincoln.</p>
Job Purpose	To support the Assistant Marketing and Communications Manager in providing an efficient and effective marketing and communications function of the Students' Union, including support in projects and campaigns, copy writing and press releases.

KEY RESPONSIBILITIES

Key Responsibility 1
<p>Campaign Planning and Delivery</p> <p>Assist in the delivery of the Marketing and Communications Strategy.</p> <p>Support the Assistant Marketing and Communications Manager to meet all communications requirements where appropriate, ensuring that campaigns and events are promoted and evaluated effectively.</p> <p>Support the Assistant Marketing and Communications Manager by attending meetings to plan and evaluate projects and campaigns with Union departments, including colleagues from the Design Team as required, ensuring briefs from departments are fully met within the agreed timescale.</p> <p>Liaise with the Design Team when required to support in design work as per briefs set by the Assistant Marketing Manager.</p> <p>As requested, place orders for project publicity and distribute to relevant Union members of staff.</p> <p>Disseminate project information to relevant colleagues/partners as and when required.</p> <p>Work with the Assistant Marketing and Communications Manager to ensure all marketing content is distributed accordingly and rotated in a timely manner.</p>



Write and proof copy of publications, both digital and print, ensuring that the copy is accurate and engaging in liaison with the Assistant Marketing Manager and department staff.

Key Responsibility 2

Marketing & Communications

Support the Assistant Marketing and Communications Manager in monitoring local and national media, and prepare media responses, liaising with the Marketing and Communications Manager and the University's Marketing Department when required.

Assist the Marketing and Communications Manager when producing media releases and statements as required.

Support in the organisation of media interviews and offer guidance where appropriate.

Liaise with the Digital Communications Assistant to ensure they receive up to date information on campaigns and events in a timely manner, assisting in increasing engagement through using social media platforms in an innovative way.

Lead in the administration of Communications Mailbox, responding to queries in a timely manner.

Liaise with the University of Lincoln's internal communications department, external agencies and local organisations to promote Union activity and services to all stakeholders.

To produce written content for a variety of media; publications, campaigns, press releases, website content, when required.

Key Responsibility 3

Analytics & Feedback

Work with the Assistant Marketing and Communications Manager in the development and implementation of feedback practices across the Union, catching core data to feed into organisational KPI's.

Assist the Marketing and Communications Manager in the implementation of market research practices across the Union, coordinating and feeding back results from student focus groups.

Key Responsibility 4

General Duties

Ensure colleagues are aware of key messages, organisational values and communications best practice.

Work to ensure all print and digital publicity across campus and on the Union's various online channels is kept up to date at all times.

Ensure all output is completed accurately, to a high standard, and in a timely manner, being a reflection of Union values, communications best-practice, and project aims.

Actively seek new ways of communicating to our members

Ensure all stakeholders are aware of internal processes, advising when required to ensure the process is streamlined and effective to the meet the needs of the business.

In addition, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.



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ADDITIONAL INFORMATION

Scope and Dimensions of The Role	<p>Work in a manner that reflects the values of the organisation as shown in ULSU's constitution and strategic plan, and in line with ULSU policies and procedures.</p> <p>Promote a positive image of the University of ULSU at all times.</p> <p>Keep abreast of relevant national and local developments and attend conferences, training events and meetings as necessary.</p> <p>Maintain confidentiality in respect of all areas of the job responsibilities and be aware of current policy relating to the Data Protection legislation.</p> <p>Engage in appropriate training programmes as identified by your line manager.</p> <p>Participate in the staff performance and development review scheme.</p> <p>Actively follow and promote ULSU policies.</p> <p>Some attendance at meetings outside normal office hours may be required.</p> <p>Maintain confidentiality in respect of all areas of the job responsibilities, and be aware of current policy in relation to the Data Protection legislation.</p> <p>To undertake such other additional duties as may be required from time to time within the overall scope of the appointment, as directed by the Senior management team or Duty Manager.</p>
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Key Working Relationships	<p>Head of Events & Marketing</p> <p>Marketing and Communications Manager</p> <p>Digital Communications Assistant</p> <p>Assistant Marketing and Communications Manager</p> <p>Executive Officers</p> <p>Union SMT</p> <p>Union Staff Team</p>
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External Contacts	<p>University Marketing Department</p> <p>National Union of Students</p> <p>External Suppliers</p>
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Author	Michael Redpath	Date Published	July 2019
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**UNIVERSITY OF LINCOLN STUDENTS' UNION
PERSON SPECIFICATION**

Job Title: Marketing Assistant

<i>Selection Criteria</i>	Essential (E) or Desirable (D)	Where Evidenced Application (A), Interview (I), Presentation (P); References (R)
Qualifications: Good general education background (qualified to degree or equivalent experience). GCSE or equivalent in English and Mathematics. Relevant IT Qualification.	E	A
Experience:	E	A,I,

An understanding of the particularities of working within democratic organisation.	E	A,I
Experience of using social media to promote and deliver key messages	E	A,I
An understanding of communications best practice, particularly for student audiences	E	A
An awareness of communications trends, particularly on social media and other digital platforms	E	A,I
Experience utilising and working with evaluation and feedback mechanisms.		
Skills and Knowledge:		
Exemplary written and verbal communication skills.	E	A,P
Strong IT skills, including an advanced level use of Excel, Word, Powerpoint and Outlook.	E	A,P
Professional presentation of documentation and correspondence.	E	A
Able to manage own workload, time and priorities.		
Project Management Skills.	E	A,I
Competencies & Personal Attributes:		
Commitment to the delivery of high standards of service.	E	A,I,R
Confidentiality and Diplomacy.	E	R
Ability to adapt to changing situations.	E	A,I
Proven ability in organising.	E	A,I
Understanding of, and commitment to, Equal Opportunities within the workplace.	E	A, I
Personable and Professional in relationships with others.	E	I,R
Business Requirements:		
May be required to work the occasional evenings and weekends.	E	A,R

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.