



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

<b>JOB TITLE:</b> Marketing Assistant- Commercial	<b>DEPARTMENT:</b> Central Services
<b>LOCATION:</b> Students' Union	<b>REPORTS TO:</b> Marketing and Communications Manager
<b>SALARY:</b> Grade 3, £16,982, 37 hours per week, full time permanent	<b>DATE:</b> October 2017

<b>Context</b>	<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>
<b>Job Purpose</b>	To support the Marketing and Communications Manager in developing marketing strategies to support the commercial activities of the Students' Union, including support in projects and campaigns, copy writing and website design.

**KEY RESPONSIBILITIES**

Key Responsibility 1	
<b>Project Planning and Delivery- Commercial</b>	
<p>Work with all Commercial departments in liaison with the Marketing and Communications Manager to meet all communications requirements where appropriate, ensuring that campaigns and events are promoted and evaluated effectively.</p> <p>Act as the main point of contact for all marketing queries relating to Commercial departments in liaison with the Marketing and Communications Manager.</p> <p>Attend meetings to plan and evaluate projects and campaigns with Commercial departments, including colleagues from the Design Team as required, ensuring briefs from Commercial departments are full met within the agreed timescale.</p> <p>Liaise with the Design Team when required to support in design work as per briefs set by Commercial departments.</p> <p>Work to plan project timelines and produce content to be used on design materials with Commercial departments.</p> <p>Place orders for project publicity and distribute to the relevant Commercial member of staff.</p> <p>Disseminate project information to relevant colleagues/partners within Commercial Services as and when required.</p>	



Produce project website content on Commercial Services as required.

Work with the Marketing and Communications Manager to ensure all posters are distributed accordingly and are rotated in a timely manner.

Write and proof copy of publications whether digital or print, ensuring that the copy is accurate and engaging in liaison with the Marketing and Communications Manager and Commercial Managers.

#### Key Responsibility 2

##### **Delivering improved Communications**

Assist in the development and delivery of the Marketing and Communications Strategy specifically with regards to Commercial Services.

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

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

Liaise with the Social Media Assistant to ensure they receive up to date information on Commercial activity in a timely manner, assisting in increasing engagement through using social media platforms in an innovative way.

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

Produce online New Stories to support promotion of Commercial Services.

Assist when required 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 Commercial activities and services to all stakeholders.

#### Key Responsibility 3

##### **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.

Support the Marketing and Communications Manager with analysis of Market Research as required.

Identify and recommend revenue generation opportunities for ULSU through marketing and communications to the Marketing Manager.

Assist in the regular review of content and copy writing of all publications.



Actively seek new ways of communicating to our members  
 Ensure all publicity adhered to company Brand Guidelines at all times.

Support the Marketing and Communications Manager in liaison with the Entertainments Manager the marketing materials and promotion for Freshers.

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.

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

**ADDITIONAL INFORMATION**

<b>Scope and Dimensions of The Role</b>	<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.          Promote a positive image of the University of ULSU at all times.          Keep abreast of relevant national and local developments and attend conferences, training events and meetings as necessary.          Maintain confidentiality in respect of all areas of the job responsibilities and be aware of current policy relating to the Data Protection Act 1998.          Engage in appropriate training programmes as identified by your line manager.          Participate in the staff performance and development review scheme.          Actively follow and promote ULSU policies.          Some attendance at meetings outside normal office hours may be required.          Maintain confidentiality in respect of all areas of the job responsibilities, and be aware of current policy in relation to the Data Protection Act 1998.          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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<b>Key Working Relationships</b>	<p>Head of Marketing and Communications          Marketing and Outreach Manager          Social and Digital Media Assistant          Executive Officers          Union SMT          Union Staff Team</p>
<b>External Contacts</b>	<p>University Marketing Department          National Union of Students          External Suppliers</p>

<b>Author</b>	H Coleman	<b>Date Published</b>	November 2017
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**UNIVERSITY OF LINCOLN STUDENTS' UNION  
PERSON SPECIFICATION**

**Job Title: Communications Coordinator**

<i>Selection Criteria</i>	<b>Essential (E) or Desirable (D)</b>	<b>Where Evidenced Application (A), Interview (I), Presentation (P); References (R)</b>
<p><b>Qualifications:</b>            Good general education background (qualified to degree or equivalent experience).            GCSE or equivalent in English and Mathematics.            Relevant IT Qualification.</p>	<p>E</p> <p>E</p> <p>D</p>	<p>A</p> <p>A</p> <p>A</p>
<p><b>Experience:</b>            Experience of supporting a management team.            Experience of co-ordinating and supporting projects across departments.            An understanding of the particularities of working within democratic organisation.            Experience of using social media to promote and deliver key messages            An understanding of communications best practice, particularly for student audiences            An awareness of communications trends, particularly on social media and other digital platforms</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A,I,</p> <p>A,I</p> <p>A,I</p> <p>A</p> <p>A,I</p> <p>A,I</p>
<p><b>Skills and Knowledge:</b>            Exemplary written and verbal communication skills.            Strong IT skills, including an advanced level use of Excel, Word, Powerpoint and Outlook.            Professional presentation of documentation and correspondence.            Able to manage own workload, time and priorities.            Project Management Skills.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A,P</p> <p>A,P</p> <p>A</p> <p>A,I</p> <p>A,I</p>
<p><b>Competencies &amp; Personal Attributes:</b>            Commitment to the delivery of high standards of service.            Confidentiality and Diplomacy.            Ability to adapt to changing situations.            Proven ability in organising.            Understanding of, and commitment to, Equal Opportunities within the workplace.            Personable and Professional in relationships with others.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A,I,R</p> <p>R</p> <p>A,I</p> <p>A,I</p> <p>A, I</p> <p>I,R</p>
<p><b>Business Requirements:</b>            May be required to work the occasional evenings and weekends.</p>	<p>E</p>	<p>A,R</p>



**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.