

## Communication and Engagement Coordinator Role Description

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| <b>Reports to:</b> Deputy General Manager   |
| <b>Responsible for:</b> Marketing Assistants  |
| <b>Role Purpose:</b> To assist in the implementation of Leeds Trinity Students' Union Strategic Plan by delivering effective marketing and communications service – writing for digital and print, overseeing the organisation's social media activity on all platforms and analysing and reporting on campaign successes |
| <b>Salary:</b> £19,500  |
| <b>Hours:</b> 35 hours per week   |
| <b>Key Relationships:</b> Students, LTSU Staff colleagues, Officers, Student Council  |

### Key Responsibilities

- To research and write for web, print, social, speeches and video scripts.
- Coordinate the Student Unions' social media platforms, developing communications plans, creating content, scheduling posts including articles and interviews and reporting on campaign effectiveness
- To support the development of the SU Strategic Plan
- To support the creation of a communications strategy that compliments the Strategic Plan
- To supervise the Marketing Assistants
- To work closely with all staff in ensuring our website and social communication channels reflect the interests of our students and effectively promotes the activities of our organisation including photographs, video, and infographics
- To support the Deputy General Manager in our relationships with our sponsors through appropriate marketing campaigns especially during Fresher's, Refreshers, Award ceremonies and throughout the year
- Ensure elected officers profile raised through strong marketing materials with key campaigns and representation activity being communicated effectively
- To comply with the budget, ensuring all spend is required and within set parameters.
- To suggest improvements to systems and processed based on experience and student feedback.
- To liaise, as directed, with internal staff, University colleagues and external stakeholders to deliver a coordinated communications function.
- To include the elected leadership in themes of work, ensuring they are briefed regularly.

### General

- Maintain knowledge of good practice in digital engagement, using this information to further develop our communications
- All work to be done in line with Union constitution, policies & procedures and appropriate Health and Safety, Insurance, Financial legislation and Data Protection.
- Adopt a flexible approach to work hours including evening, weekend and remote working often at short notice
- To demonstrably embed the values of the organisation in all delivered work

## Person Specification

| You should be able to demonstrate across the application process:                                       | Essential | Desirable | Tested By |
|---|-----------|-----------|-----------|
| <b>QUALIFICATIONS</b>   |           |           |           |
| Educated to A' level or equivalent  |           | Y         | A         |
| Marketing and/or communications qualification   | Y         |           | A         |
| <b>EXPERIENCE</b>   |           |           |           |
| Experience of marketing, promotions, communications and branding  | Y         |           | A         |
| Experience of managing accurate records and systems   | Y         |           | A         |
| Experience of managing people   |           | Y         | A         |
| Experience of complying with budgets  |           | Y         | A         |
| Experience of stakeholder management  |           | Y         | A         |
| <b>KNOWLEDGE</b>  |           |           |           |
| Professional understanding of social media platforms and how they are used to engage a student audience | Y         |           | I         |
| Understanding of graphic design   |           | Y         | I         |
| <b>SKILLS AND ABILITIES</b>   |           |           |           |
| Flexible and adaptable to change  | Y         |           | I         |
| Ability to work to tight deadlines  | Y         |           | I         |
| Ability to establish good working relationships in a multicultural environment                          | Y         |           | I         |
| Ability to work as part of, as well as lead a team  | Y         |           | I         |
| Ability to take a constructive and co-operative approach to solving problems                            | Y         |           | I         |
| Approachable and empathetic   | Y         |           | I         |
| Excellent written, oral, and interpersonal skills   | Y         |           | I         |
| Ability to communicate ideas, expectations and requests clearly   | Y         |           | I         |
| Ability to share information effectively  | Y         |           | I         |
| Excellent organisational skills, including the ability to plan, prioritise and manage own workload      | Y         |           | I         |
| Ability to present information to different audiences   | Y         |           | I         |

### **Tested by Application (A) Interview (I)**

*Where an experience, skill or personal quality has "A" next to it you should seek to include an example of how you meet this criteria in your application.*

### **To Apply**

Please send our application form referencing the person specification to [LTSUHR@leedstrinity.ac.uk](mailto:LTSUHR@leedstrinity.ac.uk) by the application deadline. Applications that are submitted after the deadline will not be considered.

### **Guidance on completing your Application Form**

On the application form you will need to fulfil any essential qualities tested by the application process to be invited for interview. Desirable qualities will then help the shortlisting panel make a decision between different candidates who meet the essential qualities. Any qualities tested that we indicate are only going to be tested at Interview do not need to be addressed on the application form.

A strong answer for each of these points offers clear examples of your personal impact through a previous experience that could be from a number of different experiences such as, but not limited to a previous job, volunteering role or work at home. We advise before filling out the application form to reflect on how to relate your skills, knowledge and experience to each of the points assessed at application. The strongest applications detail how candidates meet all of the criteria, matching transferable skills and experiences to the person specification with clear examples of your impact. Only information included in the application form will be considered when making a decision on shortlisting to interview.

### **Interview Process**

Should you be invited to interview it is usual practice for us to contact references at this point unless you have asked us not to. There will be a standard interview with a selection panel that includes an elected officer and a Union staff member (usually the hiring manager). You will be notified of who is on the interview panel in advance. There may also be a task and/or presentation which you will also be advised of in advance. We encourage you to still get in touch between being invited to interview and attending the interview with any questions you may have.

We offer feedback on request to all candidates who are invited to interview, regardless of whether you are successful.

### **Further Information**

Should you have any questions about the role please contact Simon Law, Deputy General Manager at Leeds Trinity Students' Union by email [LTSUHR@leedstrinity.ac.uk](mailto:LTSUHR@leedstrinity.ac.uk)

You can also find out more information about the organisation at [www.ltsu.co.uk](http://www.ltsu.co.uk).