

Marketing Assistant Role Description

Reports to: Deputy General Manager
Role Purpose: Supporting the delivery of the SU communications strategy
Salary: £8.36 (23yr & over £8.91)
Hours: 7-20hrs/wk over 2-5 days (negotiable). Hrs Between 9-5pm Mon- Friday
Start: Early September, Immediate options available for the right candidate
Key Relationships: Students, LTSU Staff colleagues, Officers, Student Council

Key Responsibilities

- To support the Deputy General Manager in our relationships with our sponsors through appropriate marketing campaigns
- Promotional campaigns for NUS Extra (Totem)
- To develop high quality digital content (Photographic, video and infographics) which is relevant and engaging to Leeds Trinity Students
- 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

Digital Engagement

- Ensure elected officers profile raised through strong marketing materials with key campaigns and representation activity being communicated effectively
- Develop a series of local branded offers for students using a NUS card
- Support the Deputy with commercial opportunities during Fresher's, Refreshers, Award ceremonies and throughout the year
- Develop social media content for Facebook, Twitter and Instagram and our website through articles and interviews.
- Maintain knowledge of good practice in digital engagement, using this information to further develop our communications

General

- To develop positive and productive working relationships with colleagues, partners and stakeholders
- To work with colleagues to ensure students, staff and stakeholders are aware of all activities relating to the Union
- 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

Critical Success Factors

- Members feel that the union's communication methods give them the appropriate knowledge to enable them to actively participate in the union.
- The union's communications are dynamic, proactive, innovative, responsive and specific to the needs of its membership

- Positive and supportive working relationships with colleagues and students, being a champion of our website and strong branding guidelines.
- Effective communications with all its other stakeholders and able to demonstrate effective two-way communication.
- Demonstrate that its key messages are widely known and understood.
- Very high levels of consistency in the messages communicated which continuously reinforce brand.