

Marketing & Sales Co-ordinator

May 2021

Marketing & Sales Co-ordinator

Thank you for your interest in our Marketing & Sales Co-ordinator role at Chester Students' Union.

Our new Marketing & Sales Co-ordinator will play a crucial part in ensuring CSU's members know about the opportunities open to them, both through the services we offer, and the services and products offered by our commercial partners, while also helping to generate income through the sale of social media slots, Solus emails and advertorial content.

The successful candidate will be joining an organisation that was recently shortlisted for 'Students' Union of the Year' in the Educate North Awards. They will play a key role in assisting on the delivery our ambitious new strategic plan, which will ensure that our members 'love their student life.' This vacancy has arisen due to an internal promotion.

Chester Students' Union is an independent membership charity that runs an Advice Service, a range of social opportunities through student led societies and activities throughout the year and a democracy and representation system that ensures the student voice is amplified.

If you would like to have an informal discussion about the role then please contact our team at csumarketing@chester.ac.uk to arrange a call with Kit Garrett, Marketing and Development Lead.

Timescale

- **Application Deadline**: Close of Sunday 6th June 2021
- **Applicants invited to interview**: Wednesday 9th June 2021
- **Interview date (via Microsoft Teams)**: Tuesday 15th June 2021
- **Start date**: As soon as possible

Job Description

Job Title:	Marketing & Sales Co-ordinator
Responsible to:	Marketing & Development Lead
Responsible for:	Student Staff (ad hoc)
Role purpose:	To ensure the Students' Union communicates effectively with students, assist the Marketing & Development Lead with advertising and media sales and develop and deploy a range of creative marketing and PR campaigns as part of a team. The post holder will play a key role in ensuring high levels of awareness and understanding about our opportunities, services and impact on student life, while simultaneously generating vital revenue to support the Union's charitable goals.
Place of work:	Exton Park (Parkgate Road) Chester, with the expectation to travel to satellite campuses and sites
Hours:	37 hours per week, with an expectation to work flexibly at busy periods such as Freshers Fair and end-of-year awards
Salary:	£18,284 - £19,249 per annum
Key Relationships:	Elected Officers, CSU Staff and Volunteers, University of Chester staff, SME clients, OneVoice Digital, National Union of Students (NUS)

Key Responsibilities

Social Media

- Creating dynamic and engaging content for CSU's social media channels, using a mix of technologies and techniques on a strict budget
- Scheduling of social media campaigns in advance via a Social Media Marketing platform (such as Co-Schedule/HootSuite)
- Managing incoming messages from our members via Facebook/Instagram/Twitter direct messaging and interacting with users who tag our accounts
- Continuously evaluating the effectiveness of our social media output and recommending improvements based on engagement data, changes in trends, demographics, and channels
- Ensuring CSU's social media campaigns meet KPIs for engagement and distribution

Web & Content Creation

- Copywriting high quality, evergreen content for the CSU website and copyediting the content developed by colleagues in other departments
- Ensuring content posted on the CSU website follows basic Search Engine Optimisation best practices, such as the inclusion of meta descriptions for pages and alt text for images

- Developing imagery through programmes such as Canva and Adobe Creative Suite to support web and social media content
- With training, creating attractive & engaging pages using the organisations inbuilt page design system
- With training, acting as technical support for the CSU website's content management, membership management, democracy and events systems, and as deputy Site Admin, communicating with CSU's suppliers to fix problems where required
- Form a strong relationship with our website provider and build up knowledge of good practice of other Students' Unions who use the same platform

Marketing Support

- Working closely with the Marketing and Development Lead, collaboratively develop marketing plans for CSU's key events, campaigns and website
- Developing and delivering high-quality video content in conjunction with the Marketing & Development Lead, Elected Officer team and relevant departments
- Recording and building up images of key organisation engagement activity
- Coordinating and facilitating the delivery of CSU's monthly e-newsletter and other CSU communications as directed
- Helping to ensure students are well informed about what the Students' Union does and what activities, opportunities and services are available across University of Chester sites
- Supporting promotion of demonstrating CSU's impact, including our Membership Engagement Survey
- Editing existing physical marketing materials and preparing them for print
- Ensuring all outgoing marketing materials are as widely accessible as possible for students with additional needs
- Supporting Elected Officers and other CSU colleagues in achieving their communications objectives through advice on content and best practices, positively supporting the upskilling of colleagues where required
- Working closely with others, support the organisation to have high quality branding at University of Chester sites
- Working closely with colleagues, provide advice and guidance to full and part time Elected Officers on how to share engaging content and effectively promote their key messages, priorities and campaigns
- Recognising that there will be a number of competing demands for our communication priorities, working closely with the Marketing & Development Lead and other colleagues to achieve optimum performance in organisation communications.

Sales and Admin Support

- Working closely with the Marketing and Development Lead to generate media sales leads and income by proactively connecting with local businesses, meet income targets and establish partnerships that benefit CSU members
- Assisting the Marketing & Development Lead with sales-related administrative work, including invoicing, media scheduling and Customer Relationship Management

General

- Completing all work in line with the Union's constitution, policies, procedures, values and relevant legislation
- Adopting a flexible approach to working hours, which may include evening, weekend and remote working where requested

This Job Description is not an exhaustive list and does not form any part of your contract of employment.

Person Specification *Tested by Application (A) Interview (I)*

EDUCATION & TRAINING	ESSENTIAL	DESIRABLE	Tested by
Evidence of experience in managing multiple social media channels to deliver key engagement targets	X		A/I
Degree or equivalent level qualification, or significant experience, in Marketing, Communications, Creative Writing or Graphic Design		X	A
EXPERIENCE & SKILLS			
Experience of working independently to fulfil a brief	X		A/I
Ability to produce high quality and persuasive written reports and presentations	X		A/I
In-depth knowledge of best practices in social media communications	X		I
In-depth knowledge of the current trends in social media, including popular platforms, influencers, events, and memes	X		I
Excellent verbal and interpersonal communication skills	X		I
Experience of working with Adobe Creative Suite (particularly Photoshop, Illustrator and Premiere Pro) or equivalents such as Canva, DaVinci Resolve etc.	X		A/I
High level of attention to detail when reviewing written communications/the ability to proofread effectively	X		A
Experience (professional or personal) of copywriting blogs, articles or other similar long-form content		X	A/I
Experience of growing social media followings through the creation of original, engaging and shareable content		X	A
Commercially aware, ideally with experience of generating and closing leads for media sales		X	A
Knowledge of how Students' Unions work and the challenges they face in PR and communications		X	A/I
Experience with Customer Relationship Management & mass email campaigns and software (HubSpot, MailChimp etc.)		X	A/I
Experience of editing video for YouTube, Facebook and Instagram		X	A/I
PERSONAL ATTRIBUTES			
A positive, collaborative attitude & the ability to work closely with colleagues, avoiding acting in silo	X		I
Ability to work on own initiative, taking ownership of work and delivering in a timely manner	X		I

Tact and diplomacy, recognising that you work in a democratic environment	X		I
Comfortable in receiving feedback with a commitment to continuous improvement	X		I
Adaptable and flexible approach to work – proactive in seeking solutions	X		I

To Apply

Please send an application form referencing the person specification to CSU@chester.ac.uk by the application deadline with the title of the job role in the subject header.

This should be sent in Word. PDFs cannot be accepted for this role.

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 responsibilities. 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 their impact. Only information included in the application form will be considered when making a decision on shortlisting to interview.

Interview Process

There will be a standard interview with a selection panel that includes an elected officer and a staff member (usually the hiring manager). You will be notified of who is on the interview panel in advance. There may also be assessment tasks as part of the interview; the overarching structure of these will be advised in advance. Due to current circumstances, interviews will be held remotely via Microsoft Teams.