



University of York Students' Union
Registered in England and Wales.
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JOB DESCRIPTION

Job Title	Communications Manager
Reporting to	Communications & Activities Director
Place of Work	YUSU Student Centre
Hours of Work	35 hours per week
Salary	£27,544.65 - £29,727.30

Purpose of Role

To ensure YUSU communicates effectively with students and other key stakeholders and deliver a wide range of creative marketing and PR campaigns. The Communications Manager will lead and develop YUSU's research and insight projects, maximise the potential of digital communications, ensure effective brand management across the Union and oversee media sales and income generation opportunities. The post holder will review the current communication channels and content to increase member engagement and satisfaction. The Manager will lead the Communications team and be responsible for the operational management of all communications delivery.

Direct reports

- Research and Communications Coordinator
 - Marketing Coordinator
 - Graphic Designer
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Operational Management

- To work with the Communications and Activities Director and YUSU President to develop a strategic communications plan and to manage the Union's communication activities in support of it.
- To be responsible for the medium and long term operational planning for communications (political and corporate, working with officers and staff) as well as the operational management of the staff team.
- To support digital communications development, supporting the development and delivery of a new platform and working across the organisation to support others to use digital platforms effectively to enhance communications practice
- To create stronger links between YUSU and University Stakeholders to ensure that YUSU's messaging is consistent, engaging and effective.
- To increase members' engagement with activities and services across the Union.
- To consider new communication opportunities to increase member satisfaction.

- To work closely with all YUSU departments to deliver effective communications to record impact and celebrate students' activities to key stakeholders to enhance the Union's reputation.
- To monitor, analyse and report on all communication channels and develop plans to increase engagement accordingly.
- To review all processes for advertising, research, design and PR to ensure efficiency across this department and to ensure standards guidelines are adhered to across these areas.
- To support where necessary the relationship between YUSU Communications, Officers, Student Media, the University of York's media team and local/national media.
- To provide recommendations for the Communications & Activities Director and the Senior Management Team, identifying new opportunities and providing project updates.

Resources & Financial Management

- To be responsible for the accurate and efficient administration and financial management in line with policies and procedures.
- To draft, manage and control the Communications Budget as directed by Communication & Activities Director.
- To prepare funding applications and project development in liaison with the Director.

People Management

- To be responsible for the Communications Team.
- To coordinate staff recruitment, selection, induction, training and personal development.
- To regularly monitor performance and quality of output and undertake appraisals.
- To encourage a culture of learning, development and change to address student needs.
- To ensure effective and efficient communication within and between departments

Management Team Responsibilities

- To support and engage elected Officers, student representatives and student leaders to secure change, providing advice and briefing support as required.
- To develop the Communications Team plan, working with the Director to ensure it contributes appropriately to the overall plans of the Directorate and wider Union, enhancing good communications practice, organisation-wide.
- To ensure an evidence-based approach underpins the Team's work including researching and collecting key statistics related to the Team's work and impact.
- To undertake annual reviews of the plan in order to inform future activity.
- To prepare reports as required, including submissions to Union and University Committees.
- To attend all meetings and training events as required.
- To ensure that statutory and legal obligations are met.
- To develop policies, procedures and guidance for YUSU communications.
- To work with Communication & Activities Director to seek and obtain new marketing contracts and income opportunities.
- To stay up to date with issues within areas that affect or improve student and charity communications on a local and national scale.
- To stay up to date with best practice and statutory requirements governing the operation of communications and marketing activity and provide support to ensure that the Union meets these requirements.

General Notes

- The principal roles and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.
- Staff are required to have a Personal Development plan and to participate in training, meetings or conferences considered relevant to their job. Staff must carry out their duties with full regard to the rules, policies and procedures and conditions of service contained in the staff information guide.
- A condition of the employment is that all staff are expected to assist in key events throughout the year e.g. Freshers' Fair, Summer Ball and any other key events if necessary. Staff are expected to portray a positive image both internally and externally of the Students' Union by displaying standards of service integrity, punctuality, politeness and professionalism.
- To uphold YUSU's environmental and sustainability practices, ensuring good practice is met.
- To abide by YUSU constitutions and policies.
- To work within, promote and uphold the student- led and democratic ethos of the Students' Union.
- YUSU envisages that this post will develop through time and that the post-holder is expected to be proactive in pursuing these changes.

Communications Manager: Person Specification

Requirements	Essential	Desirable
QUALIFICATIONS		
University/ College Degree or equivalent professional experience	X	
EXPERIENCE		
Previous experience in a democratically led or charitable organisation		X
Experience of leading a team to produce clear results against targets	X	
Experience of working in a sales and/or commercial environment		X
Experience of working with the Media		X
Experience of developing and delivering digital communications, including the use of content management systems	X	
Experience of influencing stakeholders and the ability to negotiate with external partners	X	
Experience of communicating with a diverse range of people, both individuals and groups and working across different channels	X	
Experience of developing and utilising research to implement change	X	
Experience of developing and delivering projects and/or managing partnership agreements and working proactively to build new contacts and relationships	X	
Experience of managing or being involved in the managing of projects	X	
Experience of successfully managing budgets and operational plans	X	
Experience of supporting staff &/or volunteers to develop effective customer service process	X	
Experience of devising reports, evaluations and recommendations	X	
SKILLS		
Ability to present information clearly and concisely in writing and verbally, including the ability to write reports which identify recommendations and produce engaging copy	X	
Proven ability to think creatively to develop new ideas and opportunities	X	
Able to work as part of a team as well as under own initiative	X	
Proven ability to develop and grow services/opportunities, including bid / business case writing experience		X
Excellent planning, organisation and administrative skills	X	
IT competent with working understanding of Microsoft Office	X	
Excellent Interpersonal and networking skills	X	
Commitment to the delivery of high standards of customer service and attention to detail	X	
Knowledge & Attitude		
Positive about working in member led organisation	X	
Knowledge of issues affecting students & Higher Education		X
Understanding of digital communications within education, youth, community or the charity sector	X	

A flexible approach to work	X	
Knowledge of using or creating databases		X
Knowledge of the role of Students' Union, democratic processes and elected Officers		X
A positive approach to problem solving and a 'can do' attitude and ability to function independently	X	
A commitment to equality and inclusion, including accessible communications	X	
Professional approach	X	