



University of York Students' Union
Registered in England and Wales.
Charity Number: 1173404 Company Number: 10688097
Registered Office: The Student Centre, James College,
Newton Way, Heslington, York, YO10 5DD

E: enquiries@yusu.org
T: 01904 32 3724
W: yusu.org



JOB DESCRIPTION

Job Title	Marketing Coordinator
Reporting to	Communications Manager
Place of Work	The Student Centre – University of York Students' Union
Hours of Work	35 hours a week
Salary	£20,990.73- £23,175.37

Purpose of Role

Working within the Communications team, you will assist in the implementation of the communication strategy of YUSU. By building and maintaining relationships with all directorates of the Union, relevant University departments and external advertisers, you will act as a link for all areas of marketing and advertising. You will be key in developing creative and innovative marketing content; especially for all YUSU's social media channels. You will support the YUSU events programme in terms of promotion, sponsorship and logistics. Seeking and developing contacts for advertising purposes and monitoring the activity on campus according to contractual agreements will also be key.

Operational Management

- To support the Communications Manager with the delivery of the YUSU Communications Strategy.
- Generate content for and be responsible for sending regular marketing emails to students, advertisers and staff.
- Developing content for all our social media channels and monitoring engagement levels.
- To manage and maintain the storage and distribution of advertising and marketing materials including digital and hard copies.
- Promote YUSU events on external websites, liaising with external partner organisations for the purpose of cross-promotion.
- To be responsible for actively seeking advertising and promotional contracts with both local and national companies to agreed income targets.
- Recording and reporting income generation throughout the year to ensure financial targets are met.
- To lead on all administration relating to advertising bookings, including logistics for on-campus promotions.
- Keeping the Communications Team (& wider team) up to date with information relating to partnerships agreements, campaigns and events.
- Plan and schedule promotional activity in line with the events and campaign calendars. Working closely with the other members of the Communications Team to deliver successful, collaborative outcomes.

Finance

- Adhere to procedures
- Report to line manager any financial issues or implications as they arise.
- To deliver income generation through marketing sales to set targets

Staffing

- Relating to specific projects there will, on occasion, be a need to lead a team of casual staff whilst organising specific events and campaigns.
- To assist unpaid student interns or any people on work experience looking for development opportunities when required.

Key Tasks

- To provide general administrative support, responding to emails and telephone calls to the Communications Team.
- To develop and maintain new and existing external client relationships.
- Actively seek and develop marketing and income generating activity.
- To maintain the media pack, including researching offering opportunities and relevant pricing.
- To provide support prior to and during major events.
- To monitor the advertising on campus to ensure the University and the Students' Unions' policies are being adhered to.
- Creating marketing content and materials across all departments and to help in the developing and updating of the website through regular content reviews.
- To develop a creative and sustainable approach towards YUSU's social media outlets. Including the management of the media accounts and monitoring engagement.
- Act as the point of contact and co-ordinate all YUSU communication panels and departments including the gathering and collating of information
- To collate key messages from YUSU departments to communicate to all members and associates
- To gather content and distribute electronic newsletters.
- Provide communication and marketing training materials for college JCRCs, societies and part time officers.
- Contribute to key University publications such as the prospectus, open day programmes and their social media channels.
- To work with the YUSU Finance Team and provide administration support to ensure up to date and accurate files are kept on all internal and external contacts.
- To carry out any project research as required by line management
- Liaise and communicate with all the YUSU departments and stakeholders on key projects.
- To support YUSU's involvement in the University open days and Graduations.

General Notes

- The principle 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.**

Marketing Coordinator: Person Specification

Requirements	Essential	Desirable
QUALIFICATIONS		
Hold degree level qualification		*
EXPERIENCE		
Experience of working within a team	*	
Experience of working in a fast paced environment	*	
Experience of working in a membership led or democratic organisation		*
Experience of communicating with a diverse range of people, both individuals and groups	*	
Experience of sales and sponsorship	*	
Experience of social media & web development	*	
Experience of event planning and event marketing		*
SKILLS		
Accurate Spelling and good standard of written English	*	
General IT skills including a working knowledge of Microsoft Office	*	
Excellent interpersonal skills-able to communicate well both written and verbally	*	
Strong time management skills- able to meet tight deadlines and cope with varying workloads	*	
Ability to work well under pressure, to be flexible and adapt to changes in priorities		*
Positive and creative attitude to work		*

Able to work as part of a team as well as under own initiative	*	
Commitment to the delivery of high standards of customer service	*	