

Job Description & Person Specification: Marketing & Communications Co-ordinator

Salary: £23,912 - £27,682 per annum.

Grade: Grade 4.

(Appointments are normally made at the bottom of the scale [£23,912], with the opportunity to progress through the grade in line with our pay policy.)

Hours: Full time (35 hours per week)

Reporting to: Head of Membership Services.

About the Students' Union

- Edge Hill Students' Union works with students to make their University experience all they want it to be.
- Whatever a students' needs, situation or background; we empower them through partnership.
- We deliver events, empower societies, and support individuals with whatever they need to have a great experience whilst fulfilling their ambitions.
- We bring creativity, innovation and freedom to the student community, and work with Edge Hill to bring about our shared goal of enabling every student to be the best version of themselves.

About the Role

In this role you will be Edge Hill SU's primary content planner, creator and editor. You will undertake primary responsibility for day-to-day public facing communications and digital engagement across the SU and will own the SU's website and established social media networks including TikTok, Instagram, and Facebook. The role will be encouraged to break new ground in communications and digital engagement, including the imaginative use of text, image and multimedia, event amplification and dissemination through social media, and will be responsible for driving audience engagement in online and offline media through content creation and knowledge of online engagement trends.

You will co-ordinate communications and marketing with for diverse stakeholder groups including our student membership of 16,000 students, student alumni networks, University staff, and key public/community bodies on a local and national scale. You will ensure that our stakeholders are kept well informed of the work of the Union and ensure appropriate segmentation of key messages to these groups.

This role will be responsible for developing and monitoring metrics which demonstrate the effectiveness of the Union's communications approach and forging strong professional partnerships with the goal of providing an excellent student experience.

About You

You will be a dynamic, and creative thinker and will take a lead on planning and delivering marketing and communications campaigns for the organisation. You will be responsible for creating and editing content to maintain and implement the Edge Hill SU tone of voice and

core narrative across all media and routes to market. A natural self-starter, you'll bring fresh ideas, energy, and initiative to our work, with the confidence to engage and build relationships with students, staff, and the wider community.

You will have a flair for storytelling and a keen eye for detail, matched with the technical skills to manage communications across a variety of platforms. Above all, you'll be someone who thrives on collaboration, innovation, and using communications to create meaningful impact.

With excellent skills in organisation and time-management, you will pro-actively ensure smooth delivery of the Union's programme of communications.

Communications Planning & Coordination

- Support the delivery of the Students' Union's communications plan by coordinating a schedule of communications that promotes our services, activities and brands.
- Help maintain a clear, consistent tone of voice across all communications, in line with agreed brand guidelines.
- Contribute to an annual calendar of communications mapped to the student lifecycle (e.g. Welcome, elections, key campaigns).
- Work with colleagues across the Union and University to gather information and plan communications activity.

Content Creation & Copywriting

- Create clear, engaging copy and content to promote the Students' Union's membership and commercial services, including across the website, social media, email and in-venue materials such as posters, signage and event promotions.
- Work with colleagues to agree appropriate calls to action that support the Union's objectives.
- Edit and proofread content to ensure accuracy, clarity and consistency.
- Source content ideas and inspiration from relevant local, national and sector sources.

Digital & Email Communications

- Support the delivery of email communications, including newsletters and targeted campaigns.
- Use the Union's digital platforms and systems to segment communications appropriately for different student groups.
- Help maintain up-to-date, relevant content on the Students' Union website, refreshing pages and imagery as needed.
- Ensure digital communications follow agreed plans and data protection requirements.

- Monitor the performance of commercial communications and campaigns, gathering insight and feedback to help improve future activity.

Social Media & Online Engagement

- Support the day-to-day management of the Students' Union's social media channels.
- Create, schedule and publish engaging social media content in line with brand and tone of voice.
- Monitor messages and comments, responding appropriately and escalating issues when needed to protect the Union's reputation.
- Use basic analytics tools to track reach and engagement and help inform future content.
- Support set-up and moderation of key social media spaces, such as Freshers' Facebook groups.

Campaigns, Events & Promotions

- Assist with the planning and delivery of commercial marketing campaigns, content calendars and launches.
- Support the promotion of the Students' Union's commercial services, including the bar, Subway, retail outlets, room hire, events and seasonal offers.
- Assist with promotion of Union-wide activities such as Welcome Week, elections, Give It A Go and student-led campaigns.
- Help deliver on-campus promotions and activations to increase footfall and awareness of commercial offers.
- Support in the delivery of Students' Union elections.

Design & Visual Content

- Create basic visual content using design software (e.g. Adobe Creative Suite or templates), in line with brand guidelines.
- Adapt and update existing designs for digital and print use.
- Support the coordination of print and digital materials, including posters, signage and guides.
- Source images or photography where required, ensuring appropriate permissions are in place.

Research, Insight & Evaluation

- Gather feedback from students to understand how effective our communications are.
- Support campaign reviews by collecting data, insights and feedback.

- Assist with basic reporting on communications and marketing activity.

Enquiries, Admin & Compliance

- Help coordinate responses to shared inbox enquiries, ensuring messages are passed to the right colleagues and answered promptly.
- Support compliance with data protection and GDPR requirements when handling data and communications.
- Work with University colleagues to support agreed data-sharing processes.

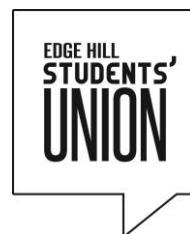
Responsibilities of all EHSU Employees

- To comply with all Health and Safety legislation, undertaking relevant training as required.
- To remain up to date with the Union's policies and procedures, completing relevant training as required.
- To comply with GDPR legislation and always adhere to the Union's data and privacy policy.
- To undertake relevant professional development training.
- To work proactively towards achieving the Union's strategic aims.
- To occasionally work weekends and evenings, according to organisational needs.

This list is not exhaustive and other duties commensurate with the role may be assigned at the discretion of the Senior Management Team.

(Assessment Criteria: A=Application Form I=Interview, P=Presentation, T=Test)

Person Specification				
Qualifications		Essential	Desirable	Assessment Criteria
1	Educated to degree level or equivalent experience in communications, marketing, public relations, or a related field.	*		A
2	Evidence of ongoing professional development.	*		A
3	Professional qualification in communications, marketing, or digital media.		*	A
4	Training in data protection, GDPR, or related compliance areas.		*	A
Experience		Essential	Desirable	Assessment Criteria
5	Experience of developing and delivering communications across a range of digital and traditional channels.	*		A/I
6	Experience of creating engaging content tailored to different audiences.	*		A/I
7	Experience of using digital platforms, online tools, and social media analytics to measure impact.	*		A/I
8	Experience of managing shared inboxes and handling enquiries in a professional manner.		*	A/I
9	Experience of working in a membership organisation, students' union, or higher education setting.		*	A/I
10	Experience of applying data segmentation for targeted communications.		*	A/I
11	Knowledge of brand management and stakeholder engagement in a membership context.		*	A/I
Skills & Knowledge		Essential	Desirable	Assessment Criteria
12	Strong written and verbal communication skills with the ability to adapt tone and style for different audiences.	*		A/I
13	Ability to use professional equipment to capture image-based and film content to be used across social media channels.	*		A/I
14	Ability to edit image-based and film content on professional editing software (Adobe Premiere, Photoshop) or other equivalent tools	*		A/I
15	Good understanding of digital communications platforms and current trends.	*		A/I
16	Ability to interpret data and insights to inform communications strategies.	*		A/I
17	Knowledge of data protection legislation and its application in communications.	*		A/I
18	Strong organisational skills with the ability to plan and prioritise effectively with competing deadlines.	*		A/I
19	Good level of skill in the Adobe Creative Suite of applications.		*	A/I



Values & Behaviours		Essential	Desirable	Assessment Criteria
20	A commitment to the values of student leadership, empowerment and inclusivity.	*		I
21	Collaborative team player able to build strong, purposeful working relationships.	*		I
22	Resilient, steadfast, and open to working in an environment of growth and change.	*		I
23	Positive, proactive, and solutions-focused approach.	*		I
24	Proactive, adaptable, and willing to learn.	*		I
25	Able to give and receive constructive feedback.	*		I
26	Commitment to equality, diversity, and inclusive practice.	*		I
27	Willingness to work flexibly, including occasional evenings and weekends.	*		I

Signed (Employee)

Print Name

Date

Signed (Employer)

Print Name

Date