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Communications Lead

Responsible to: Chief Operating Officer

Salary: Grade 5 - £31,000 - £34,000 per annum (dependent on experience)

Hours: Full time, 36.5 hours per week

Responsible for: Content Creators

Contract: Permanent

Location: Aberdeen University Students' Union

Job Purpose

The Communications Lead is responsible for leading and delivering a clear, engaging and student-focused communications strategy across Aberdeen University Students' Union.

The role ensures that the Students' Union communicates effectively with its members, stakeholders and external audiences, enhancing student engagement, participation and awareness of services, opportunities and representation.


The postholder will oversee digital communications, media relations, brand development and content creation, working collaboratively across the organisation to promote the Union's activities, campaigns and events.

Core Responsibilities

Communications Strategy and Planning

- Develop and deliver a comprehensive communications strategy aligned with the Students' Union strategic plan.
- Plan and manage an annual communications calendar covering campaigns, elections, Welcome Week and key events.
- Coordinate communications across departments to ensure consistency, clarity and impact.
- Monitor and evaluate communications performance, using data and audience insights to inform decision making, improve reach and engagement.
- Translate organisational priorities, campaigns and services into effective communications strategies that engage students, strengthen stakeholder relationships and enhance the Students' Union's reputation.

Digital Communications and Content

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- Lead the Students' Union's digital communications including social media, website and email channels.
- Oversee the creation of high-quality, engaging content showcasing student activities, societies, events and services.
- Manage and develop the Students' Union website, ensuring content is accurate, accessible and up to date.
- Use analytics tools to track performance and inform continuous improvement.


Brand and Marketing

- Develop and maintain the Students' Union's brand identity, including tone of voice, visual identity and messaging.
- Ensure consistency of branding across all communications and marketing materials.
- Oversee the design and production of promotional materials including graphics, video, print and digital assets.
- Support campaigns to increase engagement, participation and event attendance.

Media Relations and External Communications

- Lead on all external communications and media engagement.
- Support commercial and partnership activities through promotional campaigns, advertising opportunities and stakeholder communications.
- Build and maintain relationships with local and national media outlets.
- Prepare press releases, statements and briefing materials.
- Act as the organisation's communications advisor, providing strategic communications support and guidance to staff, Elected Officers and student leaders including with handling media enquiries.
- Support the management of reputational issues and sensitive communications, providing advice and drafting communications as required.

Events and Campaigns Support

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- Work collaboratively with colleagues to promote Students' Union events, campaigns and initiatives.
- Support the delivery of key events such as Welcome Week, Elections and major campaigns through effective communications.
- Contribute to marketing strategies to increase attendance and ticket sales.

Team Coordination and Support


- Line manages student content creators and any intern/placement students, providing supervision, development and performance management.
- Provide guidance and training to staff, officers and student leaders on communications and branding.
- Work closely with relevant roles (e.g. Events & Engagement Lead, Content Creators) to ensure joined-up delivery.

Stakeholder Engagement

- Build strong relationships across the Students' Union, University of Aberdeen and external partners, tailoring to different audiences.
- Act as a key contact for communications and marketing across the organisation.
- Represent the Students' Union in relevant meetings where appropriate.

General Responsibilities

- Demonstrate and uphold Students' Union values: student-focused, inclusive and helpful.
- Support key organisational priorities including Elections, Welcome Week and campaigns.
- Work collaboratively across teams to support the student experience.
- Maintain confidentiality and professionalism at all times.
- Work in accordance with Students' Union policies, procedures and financial regulations.
- Undertake training and continuing professional development as required.
- Carry out other duties as reasonably required by the line manager.

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Additional Information

- The role may require occasional evening and weekend work to support events and campaigns.
- Time off in lieu will be provided where appropriate.
- Annual leave should normally be taken outside peak Students' Union periods.

Key Relationships

The Communications Lead will work closely with:

- Chief Executive
- Chief Operating Officer
- Students' Union staff teams
- Elected Student Officers
- Student groups, societies and volunteers
- University of Aberdeen departments
- External media, partners and suppliers

Person Specification


Essential Criteria

Experience

- Experience working in a communications, marketing or public relations role
- Experience planning and delivering communications campaigns or strategies
- Experience managing social media platforms and digital communications
- Experience producing high-quality written and visual content for different audiences
- Experience coordinating multiple projects or stakeholders

Skills & Knowledge

- Excellent written communication and copywriting skills
- Basic design/video editing skills (e.g. Canva, Adobe) and ability to create and oversee the production of visual and multimedia content

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- Strong understanding of digital communications and social media platforms
- Ability to plan and prioritise a varied workload
- Strong organisational and project management skills
- Ability to create and oversee the production of visual and multimedia content.
- Building effective working relationships
- Knowledge of emerging communications trends, platforms and digital engagement practices, with the ability to adapt communications approaches to changing audience behaviours.
- Ability to develop and adapt tone of voice for different audiences, balancing engaging student-facing communications with professional stakeholder and external communications.

Desirable Criteria

Experience

- Experience in a Students' Union, higher education or charity setting
- Experience with media relations and press engagement
- Experience managing websites, digital platforms, CRM systems
- Understanding of communications in membership or public organisations.

Skills & Knowledge

- Understanding of brand management and visual identity
- Experience using analytics tools (e.g. Meta Insights, Google Analytics)