



COMMUNICATIONS AND MARKETING MANAGER

Starting Salary: £29,331 per annum including pension, and discounted membership to Aberdeen Sports Village.

Contract: Fixed-term until 31 July 2025 **Based:** Aberdeen

Hours: Full-time, 36.5 hours per week **Closing Date:** 26th June 2023, 5pm

INTRODUCTION

We're on the lookout for our new Communications and Marketing Manager. We're looking for someone to join us and help change the way we work in this area. We want to be at the forefront of our sector making sure our students have access to the best students' union in the country and we know to do that, we need to be able to communicate effectively with our members. We see this as one of our biggest areas for growth and with the right skills, motivation, and importantly, values, we believe we can transform the way our communications and marketing functions are delivered.

JOB DESCRIPTION

The new Communications and Marketing Manager will manage all aspects of our communications and marketing from our day-to-day communications with our student members to making sure our elected representatives have a voice on the national stage. Simply put, we need someone to tell us where we can be communicating better and coordinate these improvements.

We're also in the process of finalising our new strategic plan and we need someone who can help us develop and implement effective communications and marketing plans to tie in with this. We want our spaces, physical and digital, to reflect our values and our priorities for our students and you'll play a key role in making sure this is the case.

This role offers line-management experience and you will oversee our student content creator team. You will be responsible for supporting them to deliver high-quality digital communications including maximising our reach on social media and making sure our students know what we can offer.

A key part of the role will be building good working relationships with a range of people including the whole Students' Union team, University staff, suppliers, journalists, and students so if you're a people person, we want to hear from you.

This role is fixed term until 31 July 2025. A full job description of provided on our website.

THE IDEAL CANDIDATE

To be successful in this role, you will need to be committed to our values of being helpful, student-focused, and inclusive. We're looking for someone who is great at building relationships and relishes the opportunity to try new things. If you have experience in a similar role with a track record of success and are looking for a role where you can implement new ideas and ways of working, we want to hear from you. You'll be an ideas person, both in your ability to bring new ideas to the table and harness the ideas and creativity of our team. Your excellent written communication skills will help us tell our story, and celebrate the success of our student community.

You can find a full person specification below.

PERSON SPECIFICATION

	CRITERIA
VALUES	<p>Candidates should be able to demonstrate a commitment to the following values:</p> <ul style="list-style-type: none"> • Student focussed • Inclusive • Helpful
QUALIFICATIONS & TRAINING	<ul style="list-style-type: none"> • Candidates should be educated to HND level in relevant area or equivalent work experience.
EXPERIENCE	<p>Candidates should have experience of:</p> <ul style="list-style-type: none"> • Working in a similar role with a track record of success. • Developing and implementing communications and marketing strategies. • Developing marketing campaigns, events, or projects in collaboration with others. • Producing written copy to a high standard. • Producing communication pieces to enhance brand awareness. • Producing high-quality engaging visuals, graphics, and images. • Producing or coordinating the production of physical brand materials working with a range of suppliers. • Experience of social media platforms and scheduling tools (Tik Tok, Instagram, Twitter, and Facebook etc). • Managing relationships with or experience of working with local and national media outlets. • Supervising/managing others.
SKILLS & KNOWLEDGE	<p>Candidates should possess the following skills:</p> <ul style="list-style-type: none"> • Excellent spelling and grammatical/copyrighting skills

PERSON SPECIFICATION CONT.

SKILLS & KNOWLEDGE CONT.

CRITERIA

- Understanding of the communications and social media landscape and trends, including an understanding of new technologies.
- Excellent people skills and ability to build positive relationships.
- Using social media analytical tools to measure performance and drive improvements.
- Understanding of producing engaging content, and of writing for social media and the web.
- Excellent IT skills, particularly in MS Office applications and video conferencing.
- Knowledge of the processes involved in carrying out marketing campaigns.
- Ability to establish strong working relationships with a wide range of people and organisations, internally and externally.
- Excellent organisational and time management skills.
- Strong attention to detail, well organised, and able to deliver to strict deadlines.



ABOUT US

Aberdeen University Students Association is a student-led organisation that supports, empowers, and represents the students at the University of Aberdeen. You might've heard the term 'Union' or 'Students' Union'... that's us.

When students join the University, they're automatically a member of Students' Union and entitled to access the services and events we provide.

The Students' Union is led by 5 elected students, known as Sabbatical Officers or Sabbs. They work together as a team, but each of them focuses on individual remit to represent students and drive forward their interests. They will collaborate on issues aiming to make positive changes at the University, on local and national levels.

We provide a range of representation for students including supporting Class Reps at a course level, School Conveners at a School level, and Sabbatical Officers and Student Council at University level. We also support a range of Forums that exist to promote the interests of and organise events for students who are part of or identify with certain groups.

Our advice service, Students' Union Advice, offers free and impartial advice to students. We have two advisers in our team, who can help students with anything from academic advice, health & wellbeing to housing and accommodation needs. Students can ask us anything and if they don't have an answer, we can signpost to those who will.

With over 55 sports clubs and over 200 societies and student groups, the Students' Union and the University have a vibrant community spirit. Joining a club or society is a great way for students to meet new people and experience new things as well as continue to develop new skills, hobbies, and passions. We also support the student charity fundraising campaign, RAG, and a range of volunteering opportunities for students.

We also deliver and support a wide range of events for students throughout the year. From kicking off the fun with Freshers' Week to our annual varsity sports competition with RGU. We also deliver a range of events to celebrate our students including our Activities Ball recognising the achievements of our student societies and our sports clubs, and our Graduation Balls, where they can celebrate their time at Uni in style.



HOW TO APPLY

The Association is committed to providing equality of opportunity, treatment and dignity in appointments.

We will not allow discrimination in any form in advertising, interviewing, selection or eligibility for jobs, and will therefore select individuals on the grounds of their ability and suitability for the vacancy based on genuinely required criteria.

Applicants must have proof of Right to Work in the UK.

Informal enquiries should be made to ausa-hr@abdn.ac.uk

To apply for this position, please send a completed application form and Diversity Monitoring form (via the vacancy page of the Students' Union website) to ausa-hr@abdn.ac.uk.

