



Marketing and Development Lead

March 2021

Marketing and Development Lead

Thank you for your interest in our Marketing and Development Lead role at Chester Students' Union.

Our new Marketing and Development lead is crucial in ensuring students' know about the opportunities open to them through CSU's activity, and the services we offer to help them love their student life.

The successful candidate will be joining an organisation that was recently shortlisted for 'Students' Union of the Year' in the Educate North Awards. We are also finalising work on our ambitious new strategic plan which will ensure that our members 'love their student life.'

Chester Students' Union is an independent, membership charity that runs in addition to an advice service, a range of social opportunities through student led societies and activities throughout the year and a representation system that ensures the student voice is amplified.

If you would like to have an informal discussion about the role then please contact our team at CSU@chester.ac.uk to arrange a call with Annie Godolphin, Deputy Chief Executive.

Timescale

- **Application Deadline:** Close of 11th April
- **Applicants invited to interview:** 21st April
- **Interview date (via Microsoft Teams):** 26th and 27th April
- **Start date:** As soon as possible

Job Description

Job Title:	Marketing & Development Lead
Responsible to:	Deputy Chief Executive
Responsible for:	Web and Social Media Coordinator, Student Staff and Interns
Role purpose:	<p>To ensure the Students' Union communicates effectively with students and other key stakeholders, lead on media sales and sponsorship as well as delivering a wide range of creative marketing and PR campaigns.</p> <p>The post holder will play a key role in developing CSU's brand and ensuring high levels of awareness and understanding about our opportunities, services and impact on student life.</p>
Place of work:	We have hubs at Parkgate Road, Chester as well as our Warrington and Shrewsbury sites and we are happy to discuss primary location with the right candidate. There will be an expectation of some travel between sites as required.
Hours:	37 hours per week, with some
Salary:	£24,750 - £27,030 per annum pro-rata
Key Relationships:	CSU Management Team, Corporate sponsorship partners, Elected Officers, Student Staff, CSU Staff, University of Chester staff, National Union of Students (NUS), OneVoice

Key Responsibilities

- Development and delivery of an operational plan for marketing, development and communications that will contribute to overall delivery of CSU's strategy
- Meeting relevant KPIs and targets set with the Leadership team in relation to marketing, business development and communications within the agreed budget
- Creating and delivering sales leads and income, connecting brands with students and establishing partnerships that benefit CSU members
- Contributing as a manager, to a positive, high-performing and inclusive culture across CSU
- Develop CSU's brand and presence across all sites to become a familiar and recognisable brand, increasing students' understanding of, and satisfaction with CSU
- CSU has a strong data / evidence-base to make informed decisions about the future that are based on student demographics, needs and expectations
- Students are well informed about what the Students' Union does and what activities, opportunities and services are available
- CSU is able to clearly articulate the impact it makes on students' lives
- Continuous and sustainable growth in engagement with CSU's different communication channels i.e. website, social media etc.
- Amplify CSUs strategy and values in student communications

Strategy and Development

- Develop and be responsible for implementing, an effective communications strategy and operational plans which contribute to CSUs overall strategy
- Ensure the effective use of research and evidence to inform the development of our marketing and communications.
- Ensure that our marketing and communications are inclusive and accessible.
- Devise marketing campaigns to help meet membership and commercial targets.
- Ensure commercial income generation targets are met
- Be responsible for the effective use, development and growth of communication channels, including digital and social media.
- Ensure our voice, tone and messaging are clear, targeted and engaging to students.

Leadership and Management

- Support, champion and role-model a high-performing, inclusive culture across CSU
- Manage staff within the team effectively providing coaching, 1-2-1s, support and performance management
- Effectively manage the resources of the organisation including managing the activities of the team within agreed budgetary parameters.

Delivery

- Ensure an outstanding first impression and first point of contact between the Students' Union and students – whether that be in person at our offices or through digital channels.
- Continuously evaluate the effectiveness of our communications and recommend and deliver improvements
- Support Elected Officers and other CSU teams in achieving their objectives and plans with effective communication planning and support.
- Support and empower colleagues to be able to update their own areas of the Union website and contribute meaningfully to other social media channels with key messages from the different service areas
- Ensure the ongoing development and content management of the CSU website.
- Oversee the development of creative copy to ensure the Union website, digital and social channels are interesting, engaging and relevant.
- Act as a guardian of the brand, ensuring there is consistency across CSU
- Ensure effective systems and processes for colleagues to commission and receive communications support, content creation and design work.

Stakeholders

- Manage key long-term relationships within the University – particularly in relation to communications, PR, press, digital and media
- Manage strong relationships with relevant colleagues at other universities / students' unions to identify opportunities to collaborate and build partnerships.

- Strategically lead relationships with commercial stakeholders, identifying opportunities with appropriate student brands and businesses

Compliance and Risk

- Ensure marketing and communications activity is fully compliant with all CSU and relevant UoC policy and wider legislation including GDPR, Education Act, health and safety, licensing, fundraising and is fully insured.
- With training and support, take on the role of Data Protection Officer for CSU

General

- To create and maintain relationships with key stakeholders within the University and with external stakeholders and organisations which can offer support/services to students
- All work to be undertaken in line with the Union constitution, policies, procedures and legislation
- Adopt a flexible approach to work hours including evening, weekend and remote working

This Job Description is not an exhaustive list and does not form any part of your contract of employment.

Person Specification *Tested by Application (A) Interview (I)*

	ESSENTIAL	DESIRABLE	Tested by
EDUCATION & TRAINING			
Evidence of relevant continuing professional development through training, learning and development	X		A/I
Degree or equivalent level qualification in a Marketing / Communications subject		X	A
EXPERIENCE & SKILLS			
Ability to lead, manage and coach others with demonstrable success	X		A/I
Ability to produce high quality and persuasive written reports and presentations	X		A/I
Strong presentation skills	X		I
Excellent verbal and interpersonal communication skills with the ability to communicate with a wide range of stakeholders at all levels	X		I
Strong delivery management, planning and organisation skills with the ability to manage multiple projects in a fast-paced environment	X		A/I
Applied knowledge of policies and procedures relating to GDPR	X		A/I
Ability to identify new opportunities that have a commercial benefit to the organisation	X		A/I
High level of attention to detail when reviewing written communication / ability to proof read effectively	X		A
Proficient and pro-active use of social media	X		A/I
Understanding of social media use in organisations, with considerations of trends and key audiences		X	I
Experience leading on Data Protection compliance		X	A/I
Experience of leading and managing others		X	A/I
Budget management responsibility		X	A/I
Experience of Commercial Sales		X	A/I
PERSONAL ATTRIBUTES			
A positive, collaborative attitude working closely with colleagues and avoiding acting in silo	X		I
Ability to work on own initiative, taking ownership of work and delivering in a timely manner	X		I

Tact and diplomacy, recognising that you work in a democratic environment	X		I
Comfortable in receiving feedback with a commitment to continuous improvement	X		A/I
Adaptable and flexible approach to work proactively seeking solutions	X		I

To Apply

Please send an application form referencing the person specification to CSU@chester.ac.uk by the application deadline with the title of the job role in the subject header.

This should be sent in Word. PDF's cannot be accepted for this role.

Applications that are submitted after the deadline will not be considered.

Guidance on completing your Application Form

On the application form you will need to fulfil any essential qualities tested by the application process to be invited for interview. Desirable qualities will then help the shortlisting panel make a decision between different candidates who meet the essential qualities. Any qualities tested that we indicate are only going to be tested at interview do not need to be addressed on the application form.

A strong answer for each of these points offers clear examples of your personal impact through a previous experience that could be from a number of different experiences such as, but not limited to a previous job, volunteering role or responsibilities. We advise before filling out the application form to reflect on how to relate your skills, knowledge and experience to each of the points assessed at application. The strongest applications detail how candidates meet all of the criteria, matching transferable skills and experiences to the person specification with clear examples of their impact. Only information included in the application form will be considered when making a decision on shortlisting to interview.

Interview Process

There will be a standard interview with a selection panel that includes an elected officer and a staff member (usually the hiring manager). You will be notified of who is on the interview panel in advance. There may also be assessment tasks as part of the interview; the overarching structure of these will be advised in advance. Due to current circumstances, interviews will be held remotely via Microsoft Teams.