**Job Description**

**Communications and Marketing Assistant**

***Vision***

Students creating success together.

***Mission***

A Union with a personal connection to all students. We recognise individual aspirations for success and support students to collaborate and realise their ambitions.

***Values***

*We are:*

**Inclusive**

We champion equality, diversity and inclusion. We respect the needs of the individual and the wider student community.

**Honest**

We act honestly, think ahead and deliver on our promises. We share our hopes, challenges and successes widely and effectively.

**Collaborative**

We always seek to work in partnership to help us realise our shared ambitions.

**Determined**

We know what is important to ARU students and are driven to achieve the best possible outcomes for them.

**Reporting to:** Marketing and Communications Manager

**Responsible for:** No direct line management responsibility

**Functional Relationships:**

Student Union Staff, Executive Officers, Representatives, University staff, Student Membership and Visitors.

**Section:** Communications

**Any Other Relevant Information**

Salary Grade: £8.45 per hour

Hours of Work: 7 hours per week (term time)

Work Base: Cambridge

The Students’ Union is fully committed to its policies and procedures on Equality, Diversity and Inclusion.

**Purpose of Job:**

To assist the Communications & Marketing team with our external communications activity across our channels, offline and online.

**Main duties**

* Assist the team to deliver communications and marketing plans
* Promote key events and activities and distribute publicity materials both online (through the website, social media platforms, app) and offline (through printed posters on student noticeboards)
* Create relevant, engaging and shareable digital marketing material
* Produce content for events and campaigns to help create a narrative
* To source opportunities for the Union to promote itself and its students
* To explore opportunities to capture content using different mediums (audio, visual, online, etc.)
* To act as an ambassador of the Union
* Assist with general administrative tasks to support ARU Students’ Union’s communications to students
* To provide general support as and when required to your line manager

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| **Criteria** | **Essential** | **Desirable** | **How Identified** |
| **Knowledge & Experience** |  |  |  |
| Good standard of English and communications skills (both written and verbal) | 🗸 |  | A/I |
| Basic principles of marketing |  | 🗸 | A |
| Knowledge of ways to engage others through content |  | 🗸 | A/I |
| Organisation of social media channels and website content management systems |  | 🗸 | A |
| Working as part of a busy team | 🗸 |  | A |
| **Skills & Abilities** |  |  |  |
| Computer literacy and keyboard skills (Microsoft Office, Word, Excel) | 🗸 |  | A |
| Excellent writing ability  | 🗸 |  | A |
| Organised and methodical with good administration skills and attention to detail | 🗸 |  | A/I |
| Manage working time effectively and prioritising appropriately with ability to change workload |  | 🗸 | A/I |
| Independent and self-reliant, able to work without close supervision |  | 🗸 | A |
| **Personal Qualities** |  |  |  |
| Polite, positive and friendly manner | 🗸 |  | I |
| Customer focused with the ability to work with people from a range of backgrounds | 🗸 |  | I |
| A “can-do” approach | 🗸 |  | I |
| Confidence to ask for help when necessary | 🗸 |  | A |
| **Other** |  |  |  |
| Understanding of and commitment to the principles of equal opportunities | 🗸 |  | A/I |
| Commitment to working in a student led environment | 🗸 |  | A |
| A: Application, I: Interview |