**Job Description**

**Communications and Insight Co-ordinator**

***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:** Student staff, student volunteers

**Section:** Student Engagement

**Salary:**  Grade C

**Hours of Work:** 35 hours per week/flexibility required

**Place of Work:** Cambridge or Chelmsford

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

**Purpose of Job:**

To co-ordinate our external communications activity across our channels, offline and online. To support the wider Union in the delivery of its projects through effective communication. To undertake research and analysis of data to inform the Union’s projects and strategies.

**Key Responsibilities**

* Support Students’ Union departments to create engaging, relevant and targeted communication to support the delivery of organisational objectives.
* Develop communications plans to support the delivery of union objectives.
* Coordinate the production and distribution of targeted email newsletters; developing content ideas, editing copy and reporting on statistics.
* Support internal teams and departments, including the Executive Officer team, to develop blogs, news and email writing skills in line with our tone of voice guidelines.
* Demonstrate exceptional attention to detail throughout all work and where required provide editorial advice on a variety of copy and digital communications such as flyers, reports, blogs, email marketing and web content to ensure the highest professional standards are maintained.
* To undertake research and analysis of data to inform the Union’s projects and strategies.

**Research**

* Analyse external research undertaken to assess Students’ Union satisfaction.
* Where necessary conduct supplementary research using surveys and focus groups to further strengthen the Students’ Union’s understanding of its services or specific issues affecting students.
* Provide analysis and insight into the membership engagement metrics of the union.
* Lead on the delivery and analysis of internal Students’ Union satisfaction surveys.
* Deliver customer satisfaction research using a range of market research techniques.

**Social Media**

* Manage our social media accounts and use these channels to increase engagement with Union activity, communicating with students and responding to student enquiries as appropriate.
* Manage effective digital advertising campaigns across our social media channels.
* Analyse and report on statistics of the Students’ Union’s digital platforms to improve and inform our marketing activity (using Google Analytics amongst other tools).
* Develop and deliver training for Students’ Union staff and elected officers on the use of our website and social media platforms.
* Curate and share content from appropriate third parties, in line with the departmental aims and objectives.

**Website**

* Be a champion of the Students’ Union’s website(s) ensuring the content is of a consistently high standard and support Students’ Union staff in getting the most from our website.
* Develop new ways for members to engage with our website(s).

**Other**

* Carry out all duties and responsibilities in accordance with the Equal Opportunities Policy and Student/Staff Protocol
* Actively promote exceptional customer service, taking a proactive approach at all times
* Attend and contribute to team meetings, Students’ Union meetings, and other meetings as directed
* Carry out any other duties or projects as may be assigned to the post-holder by the Students’ Union and which are reasonably consistent with the position

1. Support the Environmental Policy

The Students’ Union expects all staff to participate in any training programme, meeting or conference considered relevant to your job. The Students’ Union expects all staff to participate in, and take ownership of, their Induction, Personal Development Review, Departmental Staff Meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the Staff Handbook, and within Departments of the Students’ Union.

A condition of employment is that all staff are expected to assist in key events throughout the year e.g., Fresher’s Fair, Elections, Open Days and any other key events. Staff are expected to portray a positive image, both internally and externally of the Students’ Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.

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| **Criteria** | **Essential** | **Desirable** | **How Identified** |
| **Education/Qualifications** |  |  |  |
| Minimum G.C.S.E. or Level 2 equivalent English and Maths | 🗸 |  | E |
| Degree |  | 🗸 | E |
| First Aid certificate |  | 🗸 | E |
| **Knowledge & Experience** |  |  |  |
| Experience of working in a similar role, either in the private or third sector. | 🗸 |  | A |
| Conduct research using a range of tools and provide analysis of data in an action orientated and accessible way. | 🗸 |  | A/I |
| Development and delivery of communications plans which have made impact. | 🗸 |  | A/I |
| Management of social media channels with a focus on developing engagement. | 🗸 |  | A/I |
| Managing and motivating staff and/or volunteers |  | 🗸 | A/I |
| **Skills & Abilities** |  |  |  |
| Computer literacy and keyboard skills (Microsoft Office) | 🗸 |  | A |
| Experience of using HTML and CSS |  | 🗸 | A |
| Managing website content management systems |  | 🗸 | A |
| Ability to coordinate events |  | 🗸 | A/I |
| Excellent communication skills both written and oral | 🗸 |  | A/I |
| Time management and prioritising skills | 🗸 |  | A/I |
| **Personal Qualities** |  |  |  |
| Patience, enthusiasm, ability to motivate others | 🗸 |  | I |
| Commitment to working in a democratic environment | 🗸 |  | A/I |
| Flexible and adaptable approach to work and working hours | 🗸 |  | A |
| Customer focused with the ability to work with a range of people | 🗸 |  | I |
| **Other** |  |  |  |
| Understanding of and commitment to the principles of equal opportunities | 🗸 |  | A/I |
| A desire for self-development and willingness to engage in training opportunities | 🗸 |  | I |
| Ability to travel independently to other locations when required | 🗸 |  | A |
| E: Evidence, A: Application, I: Interview | | | |