



Role Description

ARU Writtle Students Union

Marketing & Engagement Officer

Vision

Our vision is to make a difference to every student.

Mission

It's our mission for every student to discover new things, build friendships and love your time at ARU.

Values

We are:

Inclusive

We will champion the diversity of our students and their communities.

Challenging

We push ourselves, the University and students to think and do things differently.

Sustainable

We will champion wellbeing, equality and justice; make ethical decisions and help to grow a cleaner, fairer planet.

Collaborative

We are better when we work together.

Creative

We think outside the box, learn from mistakes and use our imagination.

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| Role Title | ARU Writtle Students' Union Marketing & Engagement Officer |
| Department | ARU Writtle Students' Union |
| Reports to | ARU Students' Union President and ARU Writtle Students |
| Salary | This is an unpaid voluntary role. |
| Hours of role: | Approx 5 hours per week / flexibility required |
| Place of role: | The home campus will be Writtle. This role is not eligible for remote working.; you may be expected to travel when required to other campuses, expenses will be paid. |

Term of office: The term of office of the Sustainability Officer will be from the 1st July to the 30th June the following year. Your role with ARU Students' Union will begin on Monday 17th June 2024, to allow for a handover period and training. You must be prepared to be available on campus or via teams from this date.

Application criteria:

To apply for this role you must be a registered student on a course delivered on the ARU Writtle Campus in the 2024-25 academic year.

Please note that your application will be subject to eligibility checks. We may also contact the faculty to confirm completion of your units of study. If the conditions are not met, you may not be eligible to proceed with your application.

Purpose of the role:

As the Marketing & Engagement Officer you are the key bridge for communication between students and the union. Social media is your tool; you will need to advertise social events and campaigns. General management of social media sites, promotional materials and supporting campaigns.

It is essential in this role to develop, promote and encourage support within the ARU Writtle community, this can be done by supporting initiatives and events run by other departments at ARU Writtle.

What are the benefits to you?

New skills

We'll support you to learn a host of transferable skills, including confidence speaking in public, planning and delivering successful campaign events, problem solving, project working and strategic decision making. Working within the Students' Union team will also support you to work effectively as part of a team and develop practical office skills.

The role will be seen as a positive addition to your CV and shows discretionary effort and a sound value set.

Stand out!

Your experience as an Officer with the Students' Union will help your post-University applications to stand out from the crowd! Your time as an Officer will help you to demonstrate your strengths to future employers, as you'll have a wealth of experience to draw on.

Be part of something big

You'll participate in national conferences and events for Officers, offering you the chance to make connections with officers from Students' Unions located across the country.

Responsibilities of the role of Students' Union Marketing & Engagement Officer:

- Act as a student representative for ARU Writtle and provide effective representation on behalf of the students of the University and College;
- Be available for students; as a Students' Union's representative, you will receive a high volume of communications from students who want to raise a concern or share feedback with you;
- Be responsible for gathering feedback from ARU Writtle students. This may include chairing feedback forums, holding drop-in sessions, online feedback, in-person meetings;
- Lead and take an active role in significant campaigns and projects to improve the student experience, supporting our vision to make a difference to every student;
- Prepare for and attend Students' Union, University and College meetings. This will include reading all documentation and researching as needed in advance, as well as speaking in the meeting to contribute to the discussions.
- Work as an effective member of the wider ARU Writtle SU Officer team, supporting their individual campaigns and projects, as well as working together on team campaigns;
- Work with the Communications Team to maintain regular and varied content and an active social media presence, sharing key messaging with ARU Writtle students;
- Support societies, Students' Union events and opportunities.

The Students' Union expects everyone to participate in any training programme, meeting or conference considered relevant to your role. The Students' Union expects everyone to participate in, and take ownership of their Induction, Personal Development, Team Meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the Students' Union Handbook, and within Departments of the Students' Union. The Students' Union is fully committed to its policies and procedures on Equality, Diversity and Inclusion.

Everyone is expected where reasonable to assist in key events throughout the year e.g., Fresher's Fair, Elections, and any other key events. As a students' union officer, you would be 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.