

Role Profile

Role title:	Copywriter
Salary:	£13.45 per hour
Full/Part Time:	Part-Time
Contract term:	Zero Hours, Fixed-Term until August 2027
Accountable to:	Graduate Content Producers
Accountable for:	N/A
Hours:	Approximately 5 hours per week during term-time
Location:	Usually located at the main Students' Union Building
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK / and a current student at either UoM, MMU or UoS graduating in 2027 or later.
Benefits:	We offer a great range of benefits. You can see them here .

Our Organisation

We are Manchester Students' Union, the biggest SU in the country, supporting over 40,000 students throughout their time at university. We help to make student life the best it can be by supporting students to campaign for change, creating opportunities to meet new people, providing employment opportunities, providing advice and support and being a safe place on campus.

We are a values-centred organisation that employs around 90 permanent, full-time members of staff. We recruit a wide range of roles throughout the year within all our departments from our Commercial team operating Manchester Academy Venues, 13 Media, Bar 532 & Kitchen and Corridor Coffee to our Student Activities, Student Engagement, Marketing and Communications, Finance, HR and Facilities teams. Our team of around 400 part-time, studying staff are instrumental in providing to support to all departments as well as leading major projects like Student Angels. When you join UMSU, you'll be immersed in an environment that empowers staff to make great things happen and we're always on the lookout for innovative, passionate, and proactive people to join us.

Our staff team is led by our senior leadership team who are instrumental in driving our strategy at UMSU. It's made up of our CEO, COO, 3 Directors and 2 Associate Directors. We are governed by our trustees and Exec Officers, you can find out more about that [here](#). All our permanent, full-time roles are graded (Grade A-E) which means that there is a clear path to your development and progression whilst at UMSU.

Our Organisational Values

Our values are really important to us and shape the work that we do every day. As part of our recruitment process, we want you to demonstrate how your experiences, behaviours and skills align with our values.

Our values are

- We put students at the heart of what we do
- We provide a ‘great experience’ service
- We believe in improvement and progression
- We are a community
- We are open and transparent
- We are inclusive

You can find more detailed explanations of our values on [our website](#).

Role Overview

As the Brand Copywriter at the University of Manchester Students’ Union (UMSU), you will play a key role in shaping and amplifying the SU’s voice, ensuring that students are engaged, informed, and inspired by our initiatives, services, and campaigns. Sitting within the Communications & Marketing team, this role contributes to the SU’s strategic goals by crafting compelling and accessible content that strengthens our brand, enhances student engagement, and supports the success of our diverse range of services and activities.

You’ll drive the impact of our campaigns, events, and services by creating powerful, student-focused messaging that brings our initiatives to life - whether through digital platforms, print materials, or media engagement. By maintaining a consistent and authentic tone of voice, you’ll help ensure that all communications reflect the SU’s values and commitment to representing, supporting, and enriching the lives of University of Manchester students.

This role aligns closely with the SU’s values by ensuring that students are at the heart of all communications, creating content that is engaging, accessible, and reflective of their needs. Through compelling and impactful messaging, you’ll contribute to a great student experience, making information clear, relevant, and inspiring. Your work will support continuous improvement and progression, finding new ways to enhance the SU’s brand and student engagement.

Key Result Areas

- Content Creation & Brand Consistency – Produce 1-2 advertising straplines, campaign messages, or promotional copy per week, contribute to monthly content packs, and update 1-2 web pages/articles weekly, ensuring 100% adherence to the SU’s tone of voice and brand guidelines.
- Press & Digital Engagement – Draft at least one press release per month and collaborate on campaigns that contribute to an increase in student engagement (measured via click-through rates, social shares, or feedback).
- Collaboration & Continuous Improvement – Work with SU teams on at least one cross-departmental project per term, respond to feedback within 48 hours, and participate in termly performance reviews to assess impact and develop skills.

Responsible for	Contributor to	Career Development
Writing advertising straplines and campaign hero copy for the SU’s initiatives and outlets	Preparing written content for SU’s monthly and project-based content packs.	Professional copywriting experience

Create content for the SU's website including timely, relevant articles; event descriptions and updating web pages	Composing and editing of press releases about the SU to student and local media.	Knowledge of marketing specific copy writing
Plan, draft and refine copy for promotional assets (both digital and print)		
Upholding a consistent tone of voice across all communications channels		

This is not an exhaustive list of responsibilities and you may be asked to carry out other duties appropriate to the role.

Organisational Stewardship & Leadership Responsibilities

- You'll participate in team planning days.
- You'll assist in key Students' Union events & activities throughout the year including Welcome Week, elections and supporting the officers in delivering their plans.
- You'll perform duties in line with the Union policy & procedure framework.
- To contribute to maintaining communal areas and team stores

Person Specification

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Education				
We accept candidates from any educational background.				
Skills				
Exceptional Writing and Editing Skills – Ability to craft compelling, concise, and engaging copy across a variety of formats, from advertising slogans to long-form content that resonates with students and other stakeholders.				✓
Brand and Tone of Voice Consistency – Experience in maintaining a consistent and authentic tone of voice across different communication channels.	✓			
Digital Content Creation & Planning – Strong understanding of web copywriting, SEO principles, and writing for different platforms, ensuring content is engaging and discoverable.		✓		

Basic Knowledge of Design and Marketing Principles – While not a design role, an understanding of how copy works alongside visual assets in digital and print media is beneficial.			✓	
Personal Attributes				
Attention to Detail – Strong proofreading and editing skills to ensure accuracy, clarity, and adherence to brand guidelines.	✓			
Adaptable and Open to Feedback – Willing to refine and adjust content to meet strategic goals and audience needs.		✓		
Creative and Innovative Thinker – Brings fresh ideas and originality to campaigns and copy.	✓			
Passionate about Student Engagement – Understands and connects with the student audience, ensuring content is relevant and impactful.				✓
Values & Behaviours				
Align with the SU’s values and behaviours both personally and professionally				✓
Insight driven – always looking for ways to collect data from a range of sources to measure the impact of your work on the student community or to inform your work	✓			
Collaborative – great at working collaboratively with team members, seeks ways to ensure all voices are heard, works with colleagues to problem solve		✓		
Active Bystander – continually seeks to dismantle barriers, ensures all working practises are accessible, seeks to ensure all voices are heard and factored in when making decisions		✓		

Training & Development

We don’t expect you to meet every single requirement listed above. When you join us, you’ll be part of a supportive team where learning is encouraged and built into everyday work.

- On-the-job learning: Most training will happen naturally as part of your role, with colleagues and managers supporting you to pick up new skills.

- You'll gain experience in social media content creation and strategy
- You'll become familiar with how social media content works as part of a wider marketing strategy
- Independent and formal learning: Think about additional opportunities the role might include.
 - You will be provided with a full training and induction plan upon starting the role
 - We also supply resources such as guides and videos to help you improve in certain areas, as well as workshops and training opportunities.

Working Arrangements

The Marketing and Communications team is based in the Activities Office in the SU Building.

This role is fully on-site due to the nature of the work. Shifts will typically be scheduled in advance, but there may be occasions where flexibility is needed to support evening or weekend events.

Our Recruitment Process

The way that we recruit is designed to be fair, transparent, and inclusive as well as being an enjoyable experience for everyone involved. You should expect to receive great communication and a warm, welcoming experience.

Every member of staff is recruited the same way, by submitting an application form and attending an interview. We use a recruitment platform called StaffSavvy where you'll submit your application and book interviews, if successful.

Our process allows you to show us your authentic self, gives you a platform to display your skills and knowledge in relaxed and welcoming setting. We'll never put you under any necessary pressure on you, ask you trick questions or interrogate you in an interview and we'll support you all the way through our process.

You can find more information about our recruitment process on [our website](#).