

Role Profile

Role title:	Email Marketing Assistant
Salary:	£13.45 per hour + holiday pay
Full/Part Time:	Part-Time
Contract term:	Zero Hours, Fixed-Term until July 2027
Accountable to:	Marketing & Communications Team Member
Accountable for:	N/A
Hours:	Up to 10 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 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 Email Marketing Assistant, you will be responsible for designing, implementing, and managing email marketing campaigns that engage and inform the student body. Your work will ensure that all email communications align with UMSU's strategic goals and brand identity. You will collaborate with various departments within the Students' Union to deliver impactful email campaigns that enhance communication efficiency as well as the wider marketing & comms team to ensure all emails align with our TOV.

This role involves copywriting, content strategy, data analysis, and stakeholder collaboration to maximise student engagement. You will also stay updated with email marketing trends and best practices to continually improve engagement metrics.

This role gives you the chance to own our most successful communications channel, talking directly to different segments of students about the things that matter. Through using data and upcoming trends, you'll be able to own this area of our communications to cut through the noise by becoming an expert in how students want to hear from us.

Key Result Areas

Responsible for	Contributor to	Career Development
Planning, writing, and sending the SU's email communications to members and key stakeholders (university colleagues, external partners, etc.).	Increasing the list growth rate of SU email communications.	Become the lead on our email campaigns across the organisation
Using and comparing digital analytics from Mailchimp to come up with new & exciting ways to increase email open rates of newsletters and mailshots.	Reducing competing, conflicting, and irrelevant messages to students through effective coordination of the email content calendar.	Strengthen your stakeholder management skills across different teams both internally and externally
Using data to create segmented email communications for different audiences, including student group leaders, academic reps, event ticket holders, and students with shared interests.		Develop ability to use data to segment emails to different target demographics
Evaluating email content regularly to understand what layouts, tone of voice, and		

messaging drive engagement and conversions.		
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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				
Copywriting: ability to write engaging email content, subject lines, and calls to action, or transferable skills from other communication channels (web, social media, etc.).	✓		✓	
Experience using an email marketing solution such as Mailchimp.	✓			
Report and presentation writing: ability to contribute to communications campaign evaluations.			✓	
Data analysis: using digital marketing metrics from platforms like Google Analytics or other communications tools.	✓		✓	
Personal Attributes				
Organisation: demonstrable ability to manage workload, prioritise				✓

tasks, and deliver projects to deadlines.				
Attention to detail: proofreads work, checks content formatting, and ensures links and calls to action are correct.				✓
Problem-solving: ability to identify issues in email marketing performance and take corrective actions.				✓
Clear communicator: ability to explain technical concepts to non-technical audiences to inform decision-making.				✓
Autonomy: confidence in implementing ideas and reflecting on work objectively to improve future campaigns.				✓
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				✓

Please note that all of the above criteria are desirable unless marked with an asterisk (), which indicates essential requirements.*

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 email marketing, data analysis and segmenting strategy
 - You'll become familiar with how email marketing works as part of a wider marketing strategy
 - You will be provided with a full training and induction plan upon starting the role
- Independent and formal learning:
 - 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.
- Core hours are usually 9–5 weekdays.

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](#).