

2025

Marketing & Content Lead – Social Enterprise

Create campaigns that shape
student life, grow income,
and fund what matters at University
of Manchester Students' Union



**STUDENTS'
UNION**
University of
Manchester



Why This Role Matters

We're not just promoting spaces.

We're building the future of a student-led economy.

At the University of Manchester Students' Union, we don't run commercial venues for profit's sake. We run them because they power a bigger mission.

Every gig. Every pint. Every latte. Every hoodie.

Every booking. All of it powers the student experience funding frontline advice, campaigns, societies, wellbeing support, and academic improvement.

The Marketing & Content Lead – Social Enterprise is the person who makes that work visible, impactful, and culturally relevant. You will shape how students engage with our spaces, how they connect with the SU brand, and how we grow the income that powers our charitable mission.

This is not a marketing job in a silo. It's a leadership role with creative freedom, clear commercial goals, and the opportunity to shape a new model for student-led enterprise. student activism; you can find out more here:

manchesterstudentsunion.com/ourhistory



48,000+

Students

10+

SU-Run Spaces

100%

Profit Reinvestment

400+

Student Staff

90+

Permanent Staff

Our Purpose

We're one of the UK's biggest Students' Unions but we're just getting started.

The University of Manchester Students' Union supports over 48,000 students. We're a registered charity, separate from the university.

We reinvest every penny of income into services, campaigns, jobs, advice and experiences for students.

Venues, cafes, merch, events, advice centre, societies and more



The Team

You'll join a directorate that thinks and works like a creative agency bringing together strategy, content, design, insight, events and business development to create work that students notice, connect with, and act on.

We're not about hierarchy. We're about ideas.

We work collaboratively across disciplines, challenge each other to be better, and stay rooted in student voice and insight at every stage.

You'll be part of a Marketing & Communications function that includes content producers, campaign leads and designers. All working to grow the reach and relevance of the SU's work. You'll also collaborate with colleagues who bring event planning, business development and data into the picture.

Together, we don't just deliver campaigns.
We design experiences.

From TikTok takeovers and sold-out events to loyalty launches, visual identities and content series, our team exists to connect students with the spaces, services and moments that shape their time at Manchester.

This is an ambitious, creative, high-performing team and we're just getting started.

“

We don't just promote the SU.
We co-create what great engagement looks like.



Our Culture

Ambitious. Student-led. Strategic. Curious. Fun.

We're building something different and we want people who are excited by possibility.

We test, learn, iterate, and support each other.

We move at pace. We make things happen. We back ideas that come from everywhere.

If you want to be trusted to deliver bold work, make an impact and shape the future this is your place.



Working at the SU has been game-changing for me.



Ruth,
Associate Director
of Insight & Data



I first joined the SU in 2019 as a student staff member, mainly to gain some experience. I never imagined that a few years later I'd be Associate Director of Insight and Data.

Leading projects across digital, data infrastructure, and organisational improvement. What started as just a job for experience turned into a mission I truly care about. Seeing the real-world impact of my work whether it's through data-led insights, student engagement, or shaping strategies or people.

This gives me a sense of purpose that drives me every day. We don't do things for the sake of it here. There's always a why, and that why is about students, staff, and the community we're trying to uplift.

That's what makes the work meaningful. If you're passionate about creating meaningful, fun, and impactful campaigns and want to lead in a place where your ideas and your growth matter, this is the place to be.

Your Role

Lead the strategy, storytelling and brand voice of our student-led social enterprises.

This role sits at the heart of a new ambition to build a commercial offer that is creatively brilliant, culturally relevant, financially successful, and unmistakably student-led.

As Marketing & Content Lead – Social Enterprise, you will own the strategy, storytelling, and delivery of marketing across our commercial services from our independent coffee shop and student-run bar to our merch, live music venues, trips, pop-ups, and more. These spaces are not bolt-ons. They are central to how the Students' Union funds and delivers its mission. And your work will determine how students see, use, and value them.

You won't just be marketing an offer. You'll be shaping the narrative of what it means to be part of a purpose-led student economy.

You will lead campaigns that bring these spaces to life in content, in conversation, and in culture. From tactical loyalty promotions to longer-term brand strategy, your work will span digital platforms, physical spaces, live experiences and targeted CRM. Every project you lead will be backed by data, driven by audience insight, and designed to deliver measurable outcomes from increased footfall and bookings to growth in repeat visits and overall income.

This is a leadership role that requires strategic focus and creative delivery. You'll collaborate across Business Development, Design, Events, and Insight to ensure campaigns feel joined-up, ambitious and student-first. You'll align with student-facing marketing to connect society activity, community events and commercial priorities into one integrated approach that increases visibility and relevance across everything we do.

You'll hold responsibility for campaign performance, content planning, and brand consistency and will shape how each of our commercial brands grows, evolves and connects with students. You'll manage your own campaign budget. You'll lead the development of a Graduate Content Producer – Social Enterprise and support a wider network of freelance and student creators.

This is a role for someone who sees marketing not just as a function, but as a force to generate income, build communities, and redefine how a Students' Union shows up in students' lives.

Key Focus Areas

Strategic priorities you'll be responsible for and contribute to

Responsible for	Contributor to
Leading multichannel marketing campaigns across 532 Bar & Kitchen, Corridor Coffee Co, Manchester Academy Venues, Union Threads, Trips and Events, with annual KPIs for income uplift, engagement growth, and increased student footfall across venues.	Collaborating with Student Experience marketing colleagues to align campaigns with SU-wide messaging and maximise building footfall through society and student event promotion.
Designing and owning marketing calendars, campaign strategy, and commercial content plans aligned to seasonal opportunities and student behaviours.	SU-wide planning cycles and campaign frameworks, supporting strategic alignment across teams.
Managing budgets for campaign activity, including paid media and partnerships, with full ownership of forecasting, reporting, and ROI tracking.	Developing and protecting our student-first commercial brand identity and customer experience strategy.
Overseeing CRM and email strategy, including segmented campaigns designed to drive booking rates, event attendance, and customer retention.	Campaign evaluation and continuous improvement based on analytics, feedback and trend monitoring.
Line-managing a Graduate Content Producer – Social Enterprise and student creatives to produce brand-aligned, performance-driven content across digital platforms.	
Identifying and testing at least two new service or offer concepts per year that support income diversification or unlock new audiences.	

What Success Looks Like

The outcomes we'll support you to achieve in your first 6-12 months



Deliver 3+ income-driving campaigns



Grow reach and engagement across TikTok, Instagram, email



Launch a loyalty or retention campaign



Collaborate on 5+ student-led events



Embed a monthly reporting cycle



Lead content planning and workBow delivery

Person Specification / Education / Skills

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Education				
We accept candidates from any educational background.				
Skills				
Ability to develop and deliver multichannel campaign strategies aligned to KPIs	●		●	
Strong copywriting and content planning skills across digital platforms	●	●		
Ability to lead content delivery workflows and manage creative production timelines		●		
Confidence using CRM and email tools to plan and track segmented campaigns	●	●		
Proficient in interpreting data to optimise campaign performance		●	●	
Able to coach and develop others to deliver creative and consistent brand communications		●		

Person Specification / Experience

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Experience/Knowledge				
Experience leading marketing campaigns within a commercial, creative, or student-led context	●	●		
Experience working with brand, content, insight, and events teams to deliver campaigns collaboratively		●		
Understanding of how marketing contributes to income growth, footfall, and audience development	●	●		
Familiarity with digital platforms, scheduling tools, CRM systems, and campaign analytics	●			
Knowledge of how to align content with both commercial messaging and student voice		●	●	

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Personal Attributes				
Strategic thinker with a collaborative mindset		●		
Creative and adaptable with a strong sense of student culture	●	●		
Comfortable working at pace and balancing multiple deadlines	●			
Motivated by values-led, purpose-driven work		●		

Person Specification / Values & Behaviours

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Personal Attributes				
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	●	●		

Organisational Responsibilities + Essentials

What you need to know

You'll be expected to:	Key Info:
· Champion inclusion and equity	· Salary: £31,600–£34,750
· Use student insight to guide your work	· Contract: Full time, permanent (35 hours/week)
· Support a wellbeing-first culture	· Location: Manchester with flexible hybrid working
· Work collaboratively across teams	· Deadline to apply: Monday 25 August 2025 at 11:59pm
· Respect democratic student leadership	· Interview date: Wednesday 10 September 2025
· Act in line with SU values and behaviours	· Reports to: Head of Marketing & Communications
	· Line manages: Graduate Content Producer – Social Enterprise, Student Staff

