

### **Role Profile**

<b>Role title:</b>	Marketing Assistant
<b>Salary:</b>	£12 per hour + Holiday Pay
<b>Full/Part Time:</b>	Part-Time
<b>Contract term:</b>	Zero Hours
<b>Accountable to:</b>	Senior Marketing Coordinator
<b>Accountable for:</b>	N/A
<b>Hours:</b>	Minimum 4 hours a week
<b>Location:</b>	The duties will be delivered at the main Students' Union building and the University of Manchester campus.
<b>Eligibility:</b>	Open to applicants with relevant skills and experience who are eligible to work in the UK from the start of employment and a current student at either UoM, MMU or UoS
<b>Benefits:</b>	We offer a great range of benefits. You can see them <a href="#">here</a> .

### **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**

The Marketing and Events team are looking to recruit a Marketing Assistant to support the planning and delivery of our brand campaigns throughout the year.

The role of the Marketing Assistant is to help research, plan and deliver marketing activity for our key campaigns throughout the year. Examples of campaigns you will work on are Welcome Week (Freshers 2024), Refreshers, Exec elections, Reclaim the Night and more. As well as working on developing our SU Brand you will also assist with the marketing activity for our multiple commercial outlets. You will also be responsible for managing the day-to-day administrative tasks within the marketing department, such as regularly checking the marketing inbox and our projects board to respond to any new incoming request from both internal and external stakeholders.

Working with the Marketing team you will be responsible for championing our brand by creating engaging brand activations, campaign activities and thorough marketing proposals. You will do this by leading on end-to-end campaign activity, from idea creation, to budgeting, branding an activity management. Helping us increase brand awareness and brand loyalty amongst our students with student led campaign ideas. You will support us in ensuring our organisational values are at the forefront of our marketing activity, helping us to offer students a great experience whilst at University by creating an inclusive and welcoming community where we put students at the heart of everything we do.

When allocated a campaign, the Senior Marketing Coordinator will provide you with a brief and a budget for you to run with. Once you have researched and submitted your marketing proposal you will then be responsible for the planning and delivery of your ideas, working with our student SU Brand Ambassadors to carry out the activities. In addition to this, you will also work with a variety of different stakeholders within the SU to assist marketing activity or design requests they submit, helping us to increase awareness of the different services the SU has to offer.

This role is great for someone who is looking to gain hands on experience within marketing and to take responsibility for creating engaging student led campaigns that both boost the SU Brand but also contributes towards creating great experiences for students.

## **Key Result Areas**

<b>Responsible for</b>	<b>Contributor to</b>
Responsible for end-to-end campaign activity, from idea creation, to budgeting, branding an activity management. Taking the lead on campaign proposals and ensuring they are planned and executed to a high level to provide students with the best experiences.	Contribute to making sure our organisational values are at the forefront of our marketing activity, helping us to offer students a great experience whilst at University by creating an inclusive and welcoming community where we put students at the heart of everything we do
Responsible for managing the day-to-day administrative tasks within the marketing department, such as regularly checking the marketing inbox and our projects board to respond to any new incoming request from both internal and external stakeholders. Helping the Marketing team to continuously improve and progress with our goals to provide the best services to students.	Working with the Marketing and Events team to increase engagement levels amongst students with our SU Brand and commercial outlets. Contributing to an increase in brand visibility amongst students and a greater understanding of what the SU has to offer.

Responsible for collaborating with our student Brand Ambassadors to brief them on your campaign ideas and ensuring any campaign activity that requires their involvement runs smoothly. Making sure that you are contributing to the creation of community within our Marketing team by working effectively and collaboratively with the Brand Ambassadors.	Contributing to the increased visibility of our different services and departments through campaign collaboration. Resulting in increased brand awareness amongst students for what we can offer e.g our commercial services, advice services or shining a spotlight on what our Exec Officers are achieving.
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### **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
<b>Education</b>				
Open to applicants with relevant skills and experience who are eligible to work in the UK from th / and a current student at either UoM, MMU or UoS	✓			
<b>Skills</b>				
Administration – Ability to effectively sort through incoming tasks and action them in a timely manner	✓			
Planning - Being able to research and thoroughly plan different campaign activities to be submitted in a marketing proposal that hit the brief			✓	
Stakeholder Management – Ability to work with a variety of different stakeholders both internally and externally to ensure projects are collaborative and representative of students and the SU		✓		
Marketing – A general understanding of marketing would be useful to assist in the creation of marketing proposals and creation of campaign ideas				✓
<b>Personal Attributes</b>				
Time Management – Demonstrate ability to effectively prioritise multiple queries/demands ensuring high standard of work is maintained	✓			

Creativity – Understanding what the student population wants and be able to come up with creative and engaging campaign ideas				✓
Adaptable – Ability to adapt to fast-paced working environment where there may be last minute request that need to be actioned in relation to on-going work	✓	✓		
<b>Values &amp; Behaviours</b>				
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	✓	✓		

### **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](#).