

Job Description & Person Specification

JOB DESCRIPTION

Post title:	Social Media and Communications Assistant (for Research and Insight)
Salary:	£12 per hour (Plus Holiday Pay)
Full/Part Time:	Zero Hours contract
Contract term:	August 2024 – July 2025 (With a potential to continue to the next academic year)
Date of Writing:	March 2024
Accountable to:	Head of Research and Insight
Hours	2 - 8 hours a week as set out by your line manager. You can expect periods of no work during the year.
Location:	Usually located at the main Students' Union Building, and there is an option for some home working where duties do not need to be delivered on site.
Eligibility:	This role is open to students at the University of Manchester studying in the academic year 2024-25. You must be graduating in 2025 or later.
Benefits	We offer student staff benefits including: <ul style="list-style-type: none">• Training and development opportunities, including access to our eLearning platform.• Free Manchester Academy gig tickets.• Access to our employee assistance programme, including 6 free counselling sessions.• Discount in 532 Bar & Kitchen and Corridor Coffee.• Access to our staff Community Space which has breakfast and lunch items for you to have whilst on shift.

Purpose of the Role

The purpose of the Social Media and Communications Assistant role for the Research and Insight team at UMSU is to assist in developing and implementing communication plans and content that effectively engage research and insight work with our audience, ensuring consistency of messaging across all channels. The role involves working with the insight team to communicate research work with students and to demonstrate the impact of our research with the University and external audiences through innovative and creative means.

You will be responsible for contributing content relevant to the work of the research and insight team on the Students' Union website, social media, mailing audiences and other audience platforms. With trends and algorithms changing constantly, you will be expected to keep track of changes and implement best practice to ensure the work and impact of the research and insight team is visible to all our audiences. You'll maintain and improve relevance and impact of the insight team, to demonstrate that the University of Manchester Students' Union are the experts on student life.

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Typical Working Day

As a social media and communications assistant, your day would be focussed on developing and implementing communication plans that enable the research and insight team at the Students Union to effectively communicate with students, university and external audiences consistently.

This includes drafting content for email newsletters (on Mailchimp), social media, [website](#) updates, blogs and articles. You would collaborate with colleagues and teams in the Students' Union to communicate the key results of our work, collect the impact of our insight work and update our channels respectively. This can include creating copy for our Exec officer team to use when creating video content. Additionally, you will be responsible for collating key student trends (from SU sources) and creating messaging to update Union and University staff of these trends. We will look for new and innovative ways to update the Union and University on what is happening with student life with the help of research and insight.

Principal Duties

- Working within the Research and Insight team, you will liaise with the Social Media and Communications team and the Exec Officer team to support the delivery of Insight messages to their intended target audiences (Students, University staff and External Audiences).
- Create and implement communications plans, including scheduling and creating content for various communications channels such as email, social media, and websites.
- Communicate key stats from research and Insight projects to collect stakeholder actions to be reported on our website to demonstrate the impact of our work.
- Other duties as required by the Research and Insight Team

Our Insight Projects

The social media and communications plan will be supporting the following insight work:

- **Student Engagement Research** – Our researchers analyse quantitative and qualitative data obtained from Union surveys, focus groups, and interviews. They meet with other staff to develop research questions, upload them on our survey platform (Survey Monkey), collect data (using our mailing lists), analyse and report on the data received, and provide recommendations where appropriate.
- **Commercial Research** – Our researchers analyse both quantitative and qualitative data obtained from Union surveys, focus groups and Union sales reports. Additionally, they carry out market research on external commercial businesses and report on any current food/business trends as seen on social media.
- **Mystery Shoppers Programme** – As part of the Mystery Shopper Programme, you will have the opportunity to secretly review services, products and customer experience provided by the University of Manchester Students' Union and Manchester Academy Venues. We will reimburse you for any purchases made and will provide you with free gig tickets as part of

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being a mystery shopper at these venues. You can also take someone for a meal we'll pay for!

General Duties of All Staff

- To contribute to the delivery of the team objectives as determined in the operating plans
- To provide support and assistance to the elected officers as required.
- To undertake all administrative aspects associated with the individual role.
- To assist in key Students' Union events throughout the year including Welcome Week & Elections
- To adhere to all Students' Union policies & procedures
- To contribute to Union projects and participate in working groups
- To keep own area of work and work with the rest of the team to keep common spaces clean and tidy at all times
- Assisting other colleagues throughout the Students' Union when required

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PERSON SPECIFICATION – Student Researcher

Criteria	Essential or desirable	Assessed Via	
		Application form	Interview
Qualification			
Studying at the University of Manchester in the academic year 2024-25	Essential	✓	
Experience			
Experience of creating content for different platforms to different audiences (including video, photography, design, copywriting)	Essential	✓ (Supporting info)	
Knowledge & Skills			
Knowledge and interest in social media and current media trends relevant to consuming research in a easy manner	Essential		✓
Strong written and verbal communication skills with the ability to communicate with accuracy and attention to detail	Essential		✓
Personal Attributes			
Ability to work independently to prioritise own workload and ensure personal deadlines and targets are met.	Desirable	✓	
Values & Ethics			
Understanding of and commitment to the principles of equality & diversity and the Union values (see following section)	Essential	✓	

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What are our values?

We put students at the heart of our work

We believe that student experiences are a priority and that we need to help students make the most of their journey while studying at University of Manchester. We are committed to supporting our students in their education, employment and activities by integrating student opinions into our work. We will seek to empower and represent our students as we believe we know our students better than anyone else.

We provide a 'great experience' service

We believe that in order to have a lasting positive experience, we need to provide the best levels of service to students, colleagues and external stakeholders. We endeavour to provide the best support and service while promoting positivity and friendliness.

We believe in improvement/progression

We believe that to be the best we can be as a union we should be striving to develop new ideas and improve existing services to support the diverse and fast-changing needs of our students. By continually reflecting and reviewing what we do and acknowledging areas for improvement and growth we can become a sector-leading organisation. We are committed to listening to our students and our stakeholders to gain useful feedback and ideas that we can use to constantly improve every aspect of our business.

We are a community

We believe that seeking opportunities to work with students, colleagues, and external stakeholders is necessary to develop ideas and deliver activities as we recognise the passion, knowledge and creativity of Manchester. This is important as we look at the bigger picture – we gain multiple perspectives which leads to better planning and more inclusivity. We will try and foster communities to create a sense of belonging as we continually seek to learn from our communities.

We are open and transparent

We believe that a great union should communicate openly and provide a clear reasoning in its decision making in order to earn the trust from students, staff and stakeholders. We must maintain active communication with students, making sure that they are a part of our decision-making process and being transparent about both our successes and failures. We need to deliver on the outcomes of our democratic processes, never diverting from the truth or creating false narratives.

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We are inclusive

We believe that our work and priorities should reflect the whole of the diverse community we serve in way that recognises and celebrates our differences. To do this we are seeking to include a diverse range of voices, beliefs and values in all of our work. We will identify the barriers and structures in place that are limiting students, staff and stakeholders; seek to bring these barriers down; and examine our role in creating them.

Liberation. Equality, Diversity & Inclusion Statement

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What is Liberation, equality, Diversity & Inclusion at the Students' Union?

The purpose of the Students Union is to ensure that we are supporting and advocating for the 40,000 students of the University of Manchester.

We aim to ensure that the Students' Union is a welcoming and accessible space where all of our students are treated with dignity and respect. We do this by ensuring that we are consciously removing barriers to students' participating in our many activities. As such it is an essential part of all of our staff team's roles to be conscious of the kind of barriers encountered by different groups and to proactively take steps to remove them from all activity.

[Collective Liberation Guide](#)

Who & how does this role support?

This role supports the students of the University of Manchester. There are around 40,000 students and around a third of the student body are international students. The role helps communicate student opinions as it is at the heart of decision making at the Students' Union to ensure that student voice is carried through the actions of the Students' Union.

How does liberation impact on this role?

It is important for the Students' Union's communication work and social media content to be inclusive and respectful of all individuals and groups, particularly those who may have historically been marginalized or underrepresented.

As a Social Media & Communications Assistant, you would need to be aware of the impact that language and messaging can have on different communities and ensure that all communication is sensitive and respectful of diverse identities and experiences. This could involve providing guidance on inclusive language and messaging to internal stakeholders, reviewing and revising communication materials to ensure they are inclusive and respectful, and engaging with diverse communities to ensure that their voices are heard in the development of communication plans.

In addition to promoting inclusivity and diversity in the Union's communication activities, you may also be responsible for promoting the Union's liberation initiatives and events, such as campaigns and awareness-raising events, through various communication channels. This could involve working closely with internal colleagues to develop and implement communication plans that effectively engage with and promote the initiatives and concerns of different communities