

Role Profile

Role title:	Email Campaigns Lead
Salary:	£12.60 per hour + holiday pay
Full/Part Time:	Part-Time
Contract term:	Zero Hours, Fixed-Term until July 2026
Accountable to:	Social Media & Communications Manager
Accountable for:	N/A
Hours:	Approximately 10 hours per week during term-time
Location:	Usually located at the main Students' Union Building with an option to work some hours remotely
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK at the start of employment and must be a current student at either UoM, MMU or UoS graduating in December 2025 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 Campaigns Lead, 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.

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.

Key Result Areas

- Increase our average email communications open rate year on year (YoY) by 5% – currently 45.9%
- Increase our average email communications click rate year on year (YoY) by 2% – currently 5.9%

Responsible for	Contributor to
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.
Using and comparing digital analytics from Mailchimp 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.
Using data to create segmented email communications for different audiences, including student group leaders, academic reps, event ticket holders, and students with shared interests.	
Evaluating email content regularly to understand what layouts, tone of voice, and messaging drive engagement and conversions.	

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		✓		

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](#).