

BISHOP GROSSETESTE STUDENTS' UNION & BISHOP GROSSETESTE UNIVERSITY

JOB DESCRIPTION

Title of post:	Students' Union Marketing Assistant (Kickstart) 1 x 25 Hours per week for c. 24 Weeks
Grade:	National Minimum Wage
Responsible to:	Students' Union Marketing & Events Coordinator

Job Summary

To support the Marketing & Events Coordinator with our events and marketing programme, which includes a mixture of wellbeing and information campaigns, b2b and b2c advertisements and Public Relations.

Specific Duties and Responsibilities

Under the direction of the Students' Union CEO and within parameters set by the Students' Union Marketing & Events Coordinator:

- 1) Research market trends, demographics, pricing strategies and other relevant information to help plan our marketing campaigns.
- 2) Using Adobe Creative Cloud, assist in creating promotional materials, including brochures, posters, social media images, et cetera.
- 3) Gathering stories from our various staff members and societies to create a monthly newsletter for the student body.
- 4) Help maintain relationships with our students and b2b customers through superior customer service skills.
- 5) Analyse surveys, polls and engagement statistics to present an overview of how successfully our outreach campaigns run.
- 6) Undertake daily administrative tasks to ensure the functionality and coordination of our department.

- 7) To provide administrative support to the SU team when required.
- 8) To comply with the University's Health and Safety Welfare Policy, legislation and practice;
- 9) To maintain professional standards in relationships, including non-discriminatory practices;
- 10) To undertake any other duties as may reasonably be required;
- 11) The post-holder must operate within the guidelines, procedures and regulations of the Students' Union and the University including the University's Financial Regulations, Equal Opportunities Policy, Race Equality Policy and other relevant policies.

BISHOP GROSSETESTE UNIVERSITY

PERSON SPECIFICATION

STUDENTS' UNION MARKETING ASSISTANT

	Core	Supplementary
Education/ Qualifications and Special Training	Educated up to GCSE level with a good level of English writing skills.	Advanced-Level/Eqv. In relevant subject (Creative Writing, Business Studies etc) CifM Qualification at any level
Knowledge and Skills	Competent IT skills (Office 365, Adobe CC) A general understanding of marketing principles Good communication skills (face-to-face, electronic, written, telephone etc.).	Previous Experience in a marketing involved role.
Experience	Experience of working with Adobe CC or equivalent software	
Personal Attributes	Conscientious, enthusiastic and self-motivated. Client-centered; willing to offer help and support. Loyal to the Students' Union and committed to its success and willing to work hard to achieve it.	

This role is a Kickstart Scheme only role – you **MUST** have been referred to us by the Department for Work and Pensions / Your Job Centre Work Coach.