

Communications Officer Role Profile

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Role Description

As Communications Officer you'll help bring your student group to life. You'll keep members informed, welcome new people in and showcase everything that makes your community active, inclusive and exciting. You'll be responsible for the smooth running of your group's social media presence where you'll be able to work creatively with posts, stories and videos to drive engagement in your activity. You'll also be vital in ensuring members know what's going on within your group, as well as sharing opportunities from JMSU, LJMU and external stakeholders.

Responsibilities

1. As Comms Officer you're responsible for the welcoming first impression new members will see on social media. You'll want to raise more awareness around key times like Fresher's Week and Refreshers as well as key events like Breast Cancer Awareness Month, Movember, and Varsity
2. You'll work closely with the President/Club Captain to plan regular committee meetings. You'll have to put together an agenda and send it around to the rest of the committee with any reports, minutes or other attachments for discussion
3. You will make notes during the committee meetings and type them up into minutes and actions so everyone knows their roles
4. As Comms Officer you'll need to keep up-to-date records of training/session times, days and locations to share with members. This can be directly e.g. via WhatsApp or via social media e.g. a pinned Instagram post

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Responsibilities (continued)

5. You will need to ensure that all communication channels for your group are monitored and used correctly. You must ensure communications will not bring your group, JMSU or LJMU into disrepute
6. You will be the first point of contact for prospective members through the group email, social media pages or WhatsApp. You should respond to queries quickly to ensure new members feel welcome
7. As Comms Officer you'll be the main contact for the JMSU website. You will be responsible for checking, updating or editing the information on your group's page. This will include ensuring links to social media, information on training/sessions and committee roles are all up-to-date
8. You'll be a key contact and an administrator in a group WhatsApp chat. You will ensure the chat follows JMSU's WhatsApp Guidance
9. You'll have responsibility for promoting any events or campaigns that your group is running. Working closely with the Social Secretary you'll share relevant and accurate information to group members, and potential members
10. You'll need to be familiar with the constitution of your group, your code of conduct and committee procedures as well as the constitution, byelaws and regulations of JMSU and you'll be responsible for ensuring your group complies with these



Qualities & Skills

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Essential Qualities

What you'll bring with you: the foundations for keeping your group connected and visible

- Friendly and approachable communicator – you'll help members and prospective members feel welcome
- Organised and reliable – you're able to keep information accurate, up-to-date and easy to access
- Creative and enthusiastic – you've got an interest in promoting activity and telling your group's story
- Responsive and proactive – you'll stay on top of messages, enquiries and updates
- Team-oriented – you'll be working closely with the President/Club Captain and committee to keep everyone informed
- Positive digital presence – you'll use social media responsibly and represent the group professionally
- Detail-aware – you'll ensure key information like session times, events and opportunities are clear and correct
- Inclusive mindset – you'll help make communications accessible and engaging for all members

Skills You'll Develop in the Role

What you'll grow and strengthen through the experience

- Creating engaging social media content, from posts and graphics to short-form video and campaigns
- Building confidence in digital marketing, promotion and audience engagement
- Managing multiple communication channels, including social media, email and messaging platforms
- Writing clear updates, agendas and summaries that help groups stay organised and active
- Supporting recruitment through welcoming communications and strong first impressions
- Planning promotional campaigns around key events, activities and university-wide initiatives
- Working collaboratively across committee roles to promote events and opportunities effectively
- Developing organisational skills through content planning and communication schedules
- Strengthening professional communication skills that transfer into future work and leadership roles



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