

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Content Marketing Coordinator – LJMU Graduate Placement</b>
<b>Location:</b>	John Moores Students' Union's main office (currently Mount Pleasant, Liverpool)
<b>Working Hours:</b>	35 hours per week to be worked flexibly (annualised at 1260 hours across 36 weeks) including occasional work on evenings and weekends
<b>Contract:</b>	Fixed Term 36-week contract
<b>Salary:</b>	£17,011 FTE starting salary (Students' Union Grade 1: £17,011 - £18,015)
<b>Department:</b>	Marketing and Communications
<b>Reporting to:</b>	Development Manager (Marketing and Communications)
<b>Staff reporting to this role:</b>	No direct management, but will take responsibility for liaising with, and coordinating the work of student comms staff

### Overview

Liverpool John Moores Students' Union (JMSU) is looking for a highly motivated individual with a passion for marketing and creative content. This role will be instrumental in the building and implementation of marketing campaigns and communicating JMSU's activities and services to members (students) at LJMU. It is a collaborative role, working closely with internal teams across the organisation, as well as the University and external stakeholders and contribute to overall plans and discussions to achieve successful outcomes.

### About you

You will be a strong communicator and creative thinker. Effectively becoming the voice of JMSU, you are enthusiastic about copywriting, storytelling and can confidently engage members with a wide variety of campaigns, content and events in a busy and diverse environment. You will be fluent in marketing practice, have a range of skills and understand the vast digital landscape. More importantly, you will be someone who wants to experiment and engage at the forefront of an organisation with real marketing flair. You will have a passion for representing communities, elevating the student experience and drive content creation across the organisation.

### Job purpose

To develop and implement exceptional content and marketing activity for JMSU in order to grow audience base, raise awareness of the organisation and maximise engagement with services, campaigns and student facing activity.

To strengthen all marketing outputs through supporting, advancing and delivering on JMSU's marketing strategy, its campaigns and all online and offline activity.

Support in the management and development of JMSU's marketing portfolio, including social media channels, digital screens, website and print collateral.

### Main duties and responsibilities

Work with the Development Manager (Marketing and Communications), wider team and elected Officers to develop and deliver JMSU's strategy and campaigns effectively, from planning to evaluation, collaborating and creating relevant and engaging content to raise JMSU's profile

Regularly monitor, schedule, publish and develop JMSU's content plans, calendars, social media platforms and website; showcasing and supporting the full range of JMSU's services, opportunities and activities whilst elevating online presence and audience growth

Keep up to date with what is happening across JMSU, LJMU and Liverpool for regular news pieces, videos, reviews, press releases and other various digital content which highlights our impact; activity and services; student success stories and achievements of members; relevant University and wider city region-based activity that will engage students and elevate their experience

Support the Development Manager (Marketing and Communications) in developing and maintaining JMSU's brand, including; identity, tone of voice, and core messages. Lead as brand guardian for JMSU, ensuring all marketing collateral and content is consistently aligned with wider marketing strategy, and reflects organisational values and objectives

Support the management, maintenance and enhancement of JMSU website, ensuring all content, design aspects and navigations are attractive, engaging and in alignment of JMSU's brand and values

Contribute to the delivery of regular digital communications reports and measure effectiveness by creating and evaluating relevant KPI's, using analytics to inform future activity and strategy

Lead on officer communications, curating regular content to highlight roles, events, updates, campaigns and any other relevant activity which can be shared effectively to members and the wider LJMU, student and city region community

Lead on the planning and delivery of e-marketing schedule, working with colleagues across the organisation and relevant stakeholders to create regular, engaging emails

Support the photography/videography needs of JMSU through in-house or external provision

Develop and implement a strategy to involve students in writing copy, sub-edits and design projects and publications as appropriate, offering opportunities to as many students as practicable

Contribute to increasing Liverpool Student Media sales when required, by promoting third party organisations, partners and stakeholders in creative, engaging ways

Build excellent and collaborative relationships with internal and external partners, stakeholders and suppliers, including the University, to ensure the best level of service for JMSU

Develop and maintain an excellent working knowledge of how Students' Unions and similar member organisations talk to those they represent to understand their priorities

Attend relevant meetings and events when required, both internally and externally, of which occasional evening and weekend work is required

Other duties as required which are commensurate with responsibilities of the post, such as deputising for the Development Manager (Marketing and Communications) as and when necessary

## Person Specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Undergraduate or postgraduate degree in relevant subject</li> <li>Excellent understanding of Marketing theory and practice</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills with ability to engage with a diverse range of people, both individuals and groups</li> <li>Computer literacy with strong experience in IT, social media and CMS systems</li> </ul>	<ul style="list-style-type: none"> <li>Demonstratable marketing experience in campaigns and/or experience of planning and delivery of creative communication projects</li> <li>Knowledge of creative marketing tools and management tools such as; Adobe Suite, Mailchimp, Sprout Social, Google Analytics</li> </ul>
<b>Skills, Knowledge &amp; Expertise</b>	<ul style="list-style-type: none"> <li>An engaging writing style with the ability to convey complex messages effectively to a variety of audiences</li> <li>Excellent attention to detail</li> <li>Excellent time management and organisational skills including consistency in meeting deadlines</li> <li>Able to be flexible and resilient in response to changing priorities and challenges</li> <li>Able to thrive in a busy, fast paced and change-driven environment</li> </ul>	<ul style="list-style-type: none"> <li>Ability to monitor, analyse data and evaluate marketing activity to present appropriate recommendations for improvement and innovation</li> <li>Demonstrates creativity and innovation, including a creative flair to anticipate and plan for tasks, issues, projects and events</li> <li>Experience of using DSLR for photography and/or videography</li> <li>Experience of Adobe Suite</li> </ul>
<b>Values &amp; Behaviours</b>	<ul style="list-style-type: none"> <li>Able to establish positive work relationships, working effectively in a team and independently</li> <li>A demonstrable commitment to our organisation's values.</li> <li>Strong commitment to, and understanding of, the principles of equality, diversity and inclusion.</li> <li>Comfortable working in a democratic, student-led environment with the ability to empower and build constructive relationships with elected leaders</li> </ul>	
<b>Date Completed</b>	June 2020	