

JOB DESCRIPTION

Job title:	Development Manager (Marketing and Communications)
Location:	The post will work primarily at John Moores Students' Union's main office (currently Mount Pleasant, Liverpool)
Working hours:	35-hours per week to be worked flexibly (annualised at 1820 hours per year), including occasional work on evenings and weekends
Salary:	£25,866 starting salary (Students' Union Grade 4: £25,866 - £30,521)
Department:	Marketing and Communications
Reporting to:	Director of Student Engagement
Staff reporting to this role:	Design Assistant (Graduate Intern) Student Communications and Promotions Staff Student Reception Staff

Job Purpose

To ensure the Students' Union communicates effectively with students and other key stakeholders as well as delivering a wide range of creative marketing and PR campaigns. The post holder will play a key role in developing JMSU's brand and ensuring high levels of awareness and understanding about our opportunities, services and impact on student life.

Accountabilities

The key accountabilities of the post holder will be:

- Development and delivery of an operational plan for marketing and communications that will contribute to overall delivery of the Students' Union strategy;
- Meeting relevant KPIs and targets set by the Board in relation to marketing and communications within the agreed budget;
- Contributing, as a manager, to a positive, high-performing and inclusive culture across the Students' Union;
- A strong brand identity and perception of JMSU, including increasing students' understanding of, and satisfaction with, the Students' Union;
- The Union has a strong data / evidence-base to make informed decisions about the future that are based on student demographics, needs and expectations;
- Students are well informed about what the Students' Union does and what activities, opportunities and services are available;
- The Students' Union is able to clearly articulate the impact it makes on students' lives;
- Continuous and sustainable growth in engagement with the Students' Union's different communication channels i.e. website, social media etc.

Responsibilities

Strategy and Development

- Support development of, and be responsible for implementing, an effective communications strategy.
- Ensure the effective use of research and evidence to inform the development of our marketing and communications.
- Develop and implement operational plans within marketing and communications that contribute to the Students' Union's overall strategy.
- Ensure that our marketing and communications are inclusive and accessible.

- Devise marketing campaigns to help meet membership and commercial targets.
- Be responsible for the effective use, development and growth of communication channels, including digital and social media.
- Ensure our voice, tone and messaging are clear, targeted and engaging to students.

Leadership and Management

- Support, champion and role-model a high-performing, inclusive culture across JMSU.
- Manage staff within the team effectively providing coaching, 1-2-1s, support and performance management in line with the Students' Union's performance framework.
- Effectively manage the resources of the organisation including managing the activities of the team within agreed budgetary parameters.

Delivery

- Ensure an outstanding first impression and first point of contact between the Students' Union and students – whether that be in person at our reception or through digital / virtual channels.
- Evaluate the effectiveness of our communications and recommend and deliver improvements – including reporting on digital trends and statistics.
- Ensure appropriate and timely internal communication throughout the organisation.
- Support elected Sabbatical Officers in achieving their objectives and plans with effective communication planning and support.
- Ensure the ongoing development and content management of the JMSU website.
- Develop and deliver multimedia marketing campaigns for a range of programmes, services and activities.
- Oversee the development of creative copy to ensure the Union website, digital and social channels are interesting, engaging and relevant.
- Keep up to date with digital media trends and feed into overall communications plan in conjunction with the Director of Student Engagement.
- Act as a guardian of the brand, ensuring there is consistency across JMSU.
- Ensure effective systems and processes for colleagues to commission and receive communications support, content creation and design work.

Stakeholders

- Manage key long-term relationships within the University – particularly in relation to communications, PR, press, digital and media;
- Act as a business partner to department managers and other staff, helping them to produce strong design briefs for their marketing campaigns and materials.
- Grow positive media and press coverage, locally and nationally, working with the University's team where appropriate.
- Manage strong relationships with relevant colleagues at other universities / students' unions to identify opportunities to collaborate and build partnerships.

Compliance and Risk

- Ensure marketing and communications activity is fully compliant with all JMSU and relevant LJMU policy and wider legislation including GDPR, Education Act, health and safety, licensing, fundraising and is fully insured.

Other

- Help our elected Officers achieve their manifesto commitments.
- Be enthusiastic advocates for student leadership and the organisation's values.
- To actively engage in student-facing projects and activities of all kinds as required.
- Be administratively self-supporting.
- Maintain own professional networks and promote JMSU on a local / national level.
- May be required to work some weekends and evenings.
- Undertake any other duties and responsibilities commensurate with the post.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Evidence of ongoing CPD. • Relevant professional qualification (i.e. marketing, communications, research) or equivalent experience. 	<ul style="list-style-type: none"> • Educated to degree level standard.
Experience	<ul style="list-style-type: none"> • Experience in a marketing and/or communications role. • Member communications, in particular with hard to reach audiences. • Implementing a communications strategy. • Successfully using social media for marketing and promotional purposes. • Developing successful multimedia marketing campaigns. • Producing written reports and presentations to a high standard. 	<ul style="list-style-type: none"> • Managing and coaching others to build high performance. • Developing, implementing and evaluating operational plans. • Working in a higher education, voluntary sector or democratic organisation. • Using a content management system to manage website, sales and customer relationship management. • Working with data systems and using, analysing and interpreting data. • Managing relationships with a variety of stakeholders in order to build influence and create change.
Skills, Knowledge & Expertise	<ul style="list-style-type: none"> • Strong digital and multimedia marketing skills. • Confident IT skills including using Microsoft Office and use of a variety of digital technologies. • Good knowledge of effective brand development and implementation. • Able to communicate clearly and confidently using a range of channels. • Excellent interpersonal skills. • Excellent time management and organisational skills including consistency in meeting deadlines. • Able to motivate and engage team members to build a high-performing marketing and communications team. • Strong project / campaign planning and management skills. 	<ul style="list-style-type: none"> • Understanding of the student movement, higher education and of student issues and priorities. • Able to respond positively to challenging situations and solve problems quickly and creatively. • Advanced data analysis skills. • Able to thrive in a busy, fast paced and change-driven environment. • Good decision-making skills.
Values & Behaviours	<ul style="list-style-type: none"> • A demonstrable commitment to our organisation's values. • Strong commitment to, and understanding of, the principles of equality, diversity and inclusion. • Comfortable working in a democratic, student-led environment with the ability to empower and build constructive relationships with elected leaders. 	

Date Completed:

July 2019