

Student Staff Job Description

Job Title: Communications and Marketing Assistant

Responsible to: Communications and Marketing Team

Outline of Post: To work as part of the Communications and Marketing Team as a content creator and provide administrative assistance. This role will be integral in supporting the Team's delivery of Guild communications and promotion of Guild events.

Hours: Able to work a minimum of 3-5 hours per week.

Duties and Responsibilities:

1. To work as part of the Communications and Marketing Team to assist in delivering Guild communications whilst maintaining an excellent standard of customer service.
2. To research and create engaging content for various social media accounts to promote the Guild and useful information to students, drawing on your experiences at Birmingham.
3. To showcase student life at the University via articles, vlogs, reels and 'day in the life' style content. This will include documenting key events from your perspective and featuring in various pieces of video content to maximise peer-to-peer engagement.
4. Copywriting for various channels and marketing materials, as well as providing editing support. You will be asked to tailor content to different target audiences.
5. To assist in the administration of media sales and marketing activity.
6. To deliver a high level of customer service when dealing with external clients, students and colleagues, supporting the smooth running of events.
7. To develop and maintain successful relationships with students and staff, providing support to Guild Officers and staff on issues relevant to student communications.
8. To carry out other duties which naturally fall within the reasonable expectations of the post
9. To observe Guild health and safety procedures. You have a responsibility to work safely at all times and to report any potential hazards, faults or problems to Guild staff.

10. To attend and complete compulsory training as required.
11. Working at 'outside' and 'additional' events, such as fairs, Welcome Week Events and Open Days. Flexibility with regard to working hours is essential for these duties. You must be willing to work weekends, evenings and some Bank Holidays, when required.
12. To maintain a flexible approach to working duties and times.
13. To portray a positive image of the Guild both internally and externally, and set high standards of personal integrity and professionalism, leading by personal example.



Person Specification

The person specification describes the knowledge, experience & abilities that the Guild is looking for in the student staff we employ. To be successful, during the selection process (application form & interview) you should demonstrate:

- Passionate about content creation, including featuring in, filming and editing engaging videos.
- Comfortable communicating directly to camera as a content creator for the Guild.
- Keen to contribute to the success of Guild events, encouraging students to engage with Guild activity through blogs, vlogs or other communications.
- Strong communication skills – with customers, managers & team.
- A good level of written English and creative writing ability.
- Strong customer service focus with an awareness of your impact on the customer experience.
- Experience of Windows/PC based software.
- Able to work in a team, but also on own initiative.
- Flexible, committed and punctual, with the ability to meet tight deadlines.
- Able to balance academic work with your responsibility to the Guild as your employer throughout the academic year.
- Able to stay calm and friendly under pressure in a busy environment.
- Knowledge and interest in Marketing and Communications, in particular social media.
- An understanding of equality and diversity, and able to communicate in an inclusive manner.