

Job Description

Post Title:	Communications Coordinator
Responsible to:	Communications & Marketing Manager
Responsible for:	Student Staff
Summary of post:	To deliver communications activities for the organisation, ensuring the Guild's internal and external communication is consistent, professional and effective at all times. To develop communications campaigns and activities which engage the Guild's members, and further the organisations brand and associated campaigns.

Duties and Responsibilities:

1. To work with the Communications & Marketing Manager to deliver communications activities and develop communication campaigns.
2. To develop and deliver a range of communications activity and to engage the Guild's members.
3. To work with elected officers and staff to create and deliver engaging and effective communications campaigns to support the delivery of objectives and promotion of events and services.
4. To monitor and evaluate the effectiveness of campaigns and activities, and make recommendations where applicable.
5. To coordinate communications media such as online and print, to ensure messages are consistent, powerful and effective, including the writing of copy and content for a range of media including print and digital.
6. To work with the Communications and Marketing team to develop targeted messages and communications campaigns to key demographics and segments of the student population.
7. To support press and media activity, with the sourcing good news stories from across the organisation and student body to raise the profile of the Guild.
8. To work with the communications and marketing team to develop online and digital activity and content.
9. To deliver and coordinate of social media activity for the Guild across a range of channels.

10. To support outreach and engagement activity, and the delivery of key events such as the Guild Awards, Welcome Week and Open Days.
11. To supervise a small team of student staff, to including customer service standard setting and ensuring the team adheres to relevant Guild policy.
12. To support the Communications & Marketing Manager as applicable, and to support the work of the Communications & Marketing Department, where necessary, in the event of sickness, holiday or other exceptional circumstances.
13. To adhere to all relevant Guild policy with particular reference to staffing, health and safety, environmental, and any relevant Guild Policy where it may impact upon your role.
14. To undertake appropriate training and personal development as required for the role.
15. To participate as a member of the Communications & Marketing Department and Guild team.
16. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post
17. 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.

July 2017