



## Job Description

<b>Job Title:</b>	Commercial Marketing Lead
<b>Grade:</b>	Grade 6
<b>Department:</b>	Marketing and Communications
<b>Location:</b>	Coventry with responsibility across all Your SU locations
<b>Responsible to:</b>	Director of Marketing and Communications
<b>Responsible for:</b>	Occasional Student staff or placement staff

## Purpose


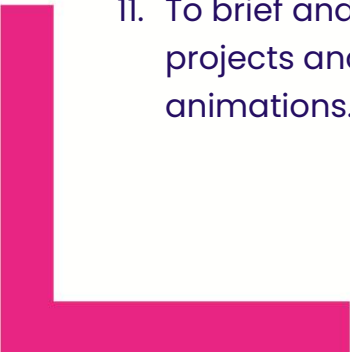
To provide effective and efficient marketing and communications for all sections of the Students' Unions Commercial Services portfolio, including but not exclusive to multiple food and beverage outlets, sports facilities, merchandise, venues and new business opportunities.

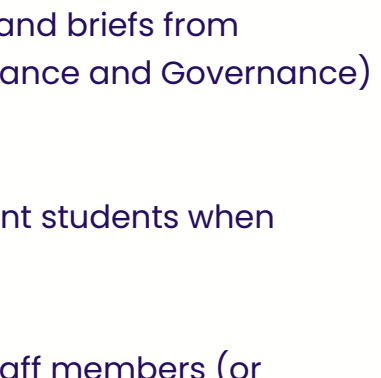
To develop the Students' Unions commercial and corporate brands and work closely with commercial and corporate departments to improve our services and products, and contribute to the generation of income.

To help support and grow the Students' Unions creative design offer through growing sales and supporting external marketing projects.

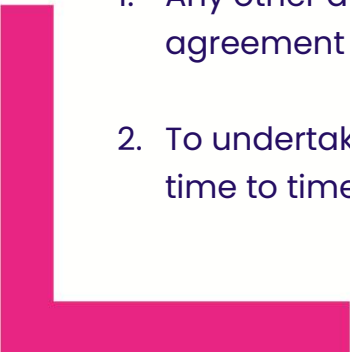
## Main Duties and Responsibilities

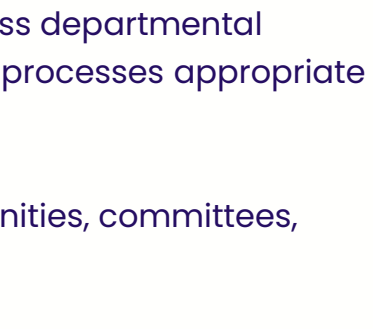
1. Support Commercial Services to achieve commercial aims and financial targets through proactive marketing support and product development, organising regular meetings and reviews.

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2. To write, produce, edit, and publish relevant, timely and engaging content including social content (posts, reels, stories), web articles/blogs, interviews, media and other editorial content including email newsletters for our Commercial Services and their clients.
  3. To provide marketing support for the core income portfolio of gym memberships, facility and venue hire, and food and beverage sales.
  4. Identify, scope and deliver departmental brand activations to boost in-person sales and brand awareness.
  5. To support PR content, press and media initiatives. Focusing on showcasing our impact to external press relations.
  6. To support growing our work in the Students' Union sector – especially through our external marketing and creative design offer. This includes supporting other Students' Unions with their marketing projects.
  7. Create and provide innovative and engaging ideas to improve overall commercial and corporate targets, including but not exclusive to supporting with offers and pricing strategy.
  8. Work closely with the Membership Services Marketing Team to align resources and collaborate on content and channel timelines.
  9. Provide training, support and resources to commercial services and corporate staff members particularly in terms of content suitability, accuracy, style, format, structure, and measuring engagement.
  10. Develop and maintain key stakeholder and customer relations across the Students' Union diverse portfolio of activities and services.
  11. To brief and support the Creative team with assets that support key projects and campaigns. To include print, digital graphics, videos and animations.
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12. Ensure marketing and communication requests and briefs from commercial and corporate departments (HR, Finance and Governance) are of good quality and are supported.
  13. To support and guide student staff and placement students when working on commercial and corporate projects.
  14. To proofread and edit content written by other staff members (or students and officers), ensuring all public-facing content is of high quality and in the correct tone of voice.
  15. To ensure quality control checks are maintained and randomly review and fact check content, including ensuring content complies with media law, ethical standards, and our own equality and diversity policies.
  16. To collate analytics and feedback to improve the reach and quality of our communications.
  17. To manage the Commercial marketing budgets ensuring projects are financially well managed and return on investment is secured.
  18. Support and develop commercial and corporate aspects of any marketing and communications strategies and the Students' Union strategic plan.
  19. Develop customer insights and data to ensure SU commercial marketing campaigns are data driven.
  20. Meet departmental and individual KPIs.

### **General Responsibilities**

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1. Any other duties reasonably required by the elected officers with agreement from the post holder's line manager.
  2. To undertake relevant research/development projects as required from time to time.

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3. To lead and participate in departmental and cross departmental projects as required following standardised PMU processes appropriate to grade.
  4. To support and contribute to the Union's communities, committees, societies activities and campaigns as required.
  5. To attend meetings, conferences and training events as may be reasonably required, including appropriate Union Committees meetings as directed by the post holder's line manager.
  6. To work flexibly - this may at times include weekend and evenings.
  7. To abide by the Union's constitution, procedures and policies at all times.
  8. To be committed to the Union's values by being Helpful, Inclusive and Ethical.
  9. To demonstrate a commitment to equality of opportunity and diversity, together with an understanding of how it operates within the responsibilities of the post.
  10. Undertake any other duties commensurate with the grade range of the post.

*I have read, understood and agree to the above duties.*

**Signed:**

**Date:**

**Print Name:**



# Person Specification and Shortlisting Criteria

## Commercial Marketing Lead

All applicants must have eligibility to work in the UK.

### Shortlisting criteria and required experience:


This is the list of criteria that shortlisting for interview will be based on, please ensure that you demonstrate your skill / experience in these areas in your application questions.

1. Demonstrable commercial marketing experience – Essential
2. Experience of developing, running and evaluating marketing campaigns – Essential
3. Social media management – Essential
4. Experience of working with a creative design team – Desirable
5. Experience of hitting business development and sales targets – Desirable
6. Marketing qualifications (e.g. CIM) – Desirable
7. Experience in retail/leisure and/or venue marketing – Desirable
8. Understanding of Higher Education Organisation / Students' Unions or Membership Organisations – Desirable

### Essential personal characteristics:

This is a list of personal characteristics that will be needed to be successful in the role. It is provided for your information to help you decide on whether the job role suits you and the skills that we will be keen to see demonstrated at interview.

- Excellent communication skills – verbal and written
- Ability to work with autonomy and use own initiative
- Excellent IT skills, with a proactive approach to adopting and utilising new digital technologies and tools.
- Confident in making decisions and problem solving
- Excellent interpersonal skills and organisational skills
- A high degree of commitment to excellent customer care
- Ability to work well in a team
- Ability to work in a fast-paced environment

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- High attention to detail
  - Good understanding and awareness of equal opportunity and diversity
  - Flexible approach to working hours
  - Willingness to champion our organisation values: (We are Helpful, We are Inclusive, We are Ethical)

All staff are expected to comply with all Your SU's policies and procedures.

