



Coventry University Students' Union

Job Description

Job Title:	Interim Director of Marketing and Communications (Maternity Leave Cover)
Grade:	Grade 9
Department:	Senior Management Team
Location:	Coventry
Responsible to:	CEO Board of Trustees (via the CEO)
Responsible for:	Communications Staff Creative Staff Website Staff

Purpose


To be responsible for the strategic management and leadership of all Coventry University Students' Union ('SU') Communications, Impact and Insight as well as developing Creative work both internally and externally.

To lead on brand, marketing, and PR in developing an integrated marketing and communications strategy and embed plans for services and engagement work across the Students' Union and Commercial Services.

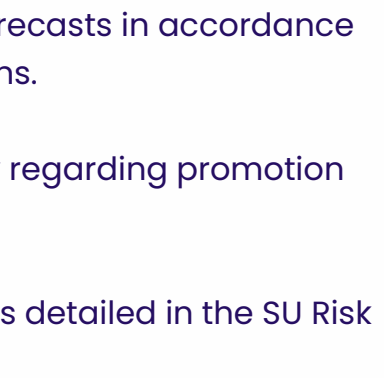
To lead on organisation-wide projects (both commercial and non-commercial) which have a strong marketing and communications focus.




Main Duties and Responsibilities

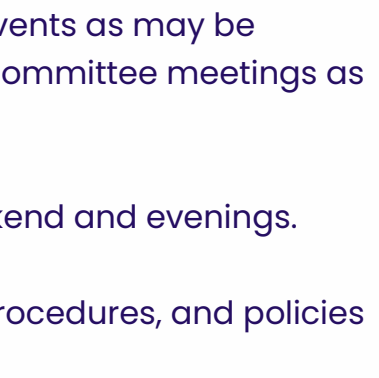
1. To ensure communications content for the SU, Commercial Services and external clients is relevant, impactful, timely and meets stakeholder needs.
 2. To ensure the work of the SU is understood by stakeholders and creates impact which is evidenced. To feedback to the Board of Trustees and Senior Management on Impact.
 3. To maintain up-to-date and in-depth understanding of current Higher Education issues and assess a variety of communication channels and tools to encourage conversation with different internal and external audiences.
 4. To ensure internal creative work is high quality with engaging content using appropriate media.
 5. To develop the SU creative agency ensuring excellent service to clients and supporting sustainable growth.
 6. To support the CEO in the overall duties of the SU's work, development, and objectives in line with the strategic plan.
 7. To be the strategic staff lead for: Communications, Marketing, Impact, Brand, Design, Insight, PR, Digital Communications and Website, consulting with relevant staff where needed.
 8. To lead SU communications staff and processes to ensure an effective service for students, officers and departments.
 9. To oversee media and public relations working closely with the CEO and lead student officer.
 10. To work with the Director of Enterprise on leading communications in Commercial Services.
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11. To be responsible for the management, organisation and coordination of the SU's organisational insight work ensuring the SU understands its members and the markets it operates within.
 12. To support the development of Student Media where it integrates with any SU communications strategies.
 13. To deputise for the Chief Operating Officer on all matters concerning communications.
 14. To lead on effective community engagement liaising with relevant university departments and community organisations and stakeholders.
 15. To work with University Marketing and Communications on any significant communications that may impact the reputation of the SU or Coventry University Group.
 16. To lead the effective communication of the impact of the SU.
 17. To drive the development of innovative and creative projects through the communication and design teams that break the traditional mould of communications and marketing approaches.
 18. To monitor, improve and innovate across all aspects of SU communication, including internal communications.
 19. To improve the SU brand ('Your Student's Union') and the reputation of the organisation.
 20. To develop PR plans to ensure that SU activity is recognised by non-student stakeholders.
 21. To develop and implement communication crisis management plans.
 22. To be responsible for advising university departments on a wide range of support functions available from the SU and produce reports, papers, documentation and presentations as required.

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- 23. To be responsible for managing budgets and forecasts in accordance with the SU's financial procedures and regulations.
 - 24. To be responsible for liaison within the university regarding promotion of relevant joint events/activities.
 - 25. To be responsible for mitigating appropriate risks detailed in the SU Risk Register as determined by the CEO.
 - 26. To prepare and present reports to the relevant committees, Executive and Board of Trustees and attend meetings on behalf of the CEO as required.
 - 27. To lead on the planning and embedding of relevant legislative requirements across the organisation.
 - 28. To support the Data Protection Officer to ensure processes are compliant with relevant data protection legislation (GDPR) and best practice.
 - 29. To ensure advice given to elected officers is impartial and objective.

General Responsibilities

- 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.
 - 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 Students' Union's communities, committees, societies, activities and campaigns as required.
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5. To attend meetings, conferences and training events as may be reasonably required, including appropriate SU Committee 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 Students' Union's constitution, procedures, and policies at all times.
 8. To be committed to the Students' 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. To 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

Interim Director of Marketing and Communications

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 and / or CV.

1. Marketing qualification (e.g. Chartered Institute of Marketing, Degree or Masters in Marketing) or significant marketing experience in a senior role – Essential
2. Significant experience of supervising and managing at least two areas of Communications (e.g. Communications, Brand, Social Media etc.) – Essential
3. Knowledge of marketing and public relations – Essential
4. Experience of business development/new customer generation – Desirable
5. Experience of implementing new technology to improve communications – Essential
6. Ability to work at both strategic and tactical level, with a willingness to be 'hands on' – Essential
7. Outstanding leadership skills with the ability to inspire teams – Essential
8. Understanding of Higher Education Organisations / Students' Unions, Membership Organisations or Third Sector – 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
- Excellent interpersonal skills and organisational skills

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- An eye for detail
 - Ability to use up-to-date technology in communications and to be digitally confident
 - A high degree of commitment to excellent customer care
 - Ability to work well in a team, as well as lead teams
 - Work on your own initiative without close supervision
 - Good understanding and awareness of equal opportunity and diversity
 - Flexible approach to working hours

All staff are expected to comply with all Coventry University Students' Union's policies and procedures.

