

Students' Union Interim Director of Marketing and Communications

Recruitment Pack

yoursu.org





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About Your SU

Your Students' Union (SU) is a charity dedicated to improving the lives of students across Coventry University Group.

We have an amazing history of activity, support, inclusion, and representation since we were first formed in 1960. Over this time, we have shown that we are doing things first, doing things differently and involving everyone, no matter their background. We have grown rapidly and as we approach £5M turnover, and 100 permanent members of staff, we are looking for an experienced Marketeer to support us for a year whilst our Director of Marketing and Communications is on maternity leave.

We are student-led through our Student Officers who our members elect every year to represent and deliver the changes and action they want to see.

These officers are supported by a dedicated team of staff that deliver the variety of services we offer from Sports Clubs and Societies to Advice and Skills.



About CUSU Services

In addition to the charity, we also have a trading subsidiary (CUSU Services Ltd) that works to provide a surplus to enable the charity to do more to support students and diversify income. Current commercial activities include catering outlets, partnerships, merchandise and a creative agency. We have recently acquired a sports complex, bar, cinema and student entertainment venue as well as having several other commercial projects in the pipeline.

By 2027, CUSU Services will have developed new and existing enterprise ventures, that are reliable, relevant and sustainable for our students and our wider communities.

We will be recognised as an entrepreneurial trading subsidiary that is truly *Powered By Students*, accelerating their employability opportunities and development.



Our strategy

In 2022 we launched our ambitious strategy to support student success and help all students at Coventry University Group to fulfil their potential.

We recommend that you look at [our website](#) to see our strategy in full and understand what we want to achieve for our members. You can also watch [a video](#) of everything we achieved last year to support this mission.

Underpinning our strategy and the ongoing work of the Students' Union is our values:

- **We will be helpful.** We aim to support students, create solutions and make university life better. We will respond quickly and efficiently to problems and enquiries and use feedback to continually improve our services.
- **We will be inclusive.** We aim to be accessible for all students. We will strive so that everyone who works or engages with us feels that they belong, as diversity makes us stronger.
- **We will be ethical.** We aim for positive social and environmental impact in all our decisions. We will behave with responsibility, integrity and fairness.



A message from our Officers

We are over halfway through our 2022-2026 Strategic Plan and making significant progress toward our strategic goals.

The recent addition of a sports centre and catering/entertainment venues has generated a great deal of optimism about the future opportunities for the Students' Union. However, we are navigating a challenging financial climate within the sector, making communication with our members and other stakeholders essential for our continued success.

We trust that this pack will give you a comprehensive overview of our organisation, and we appreciate your interest in our interim vacancy.

Promise Owai, Akhil Sha, Christopher Eban
and Oduduabasi Umo-Odiong



The role

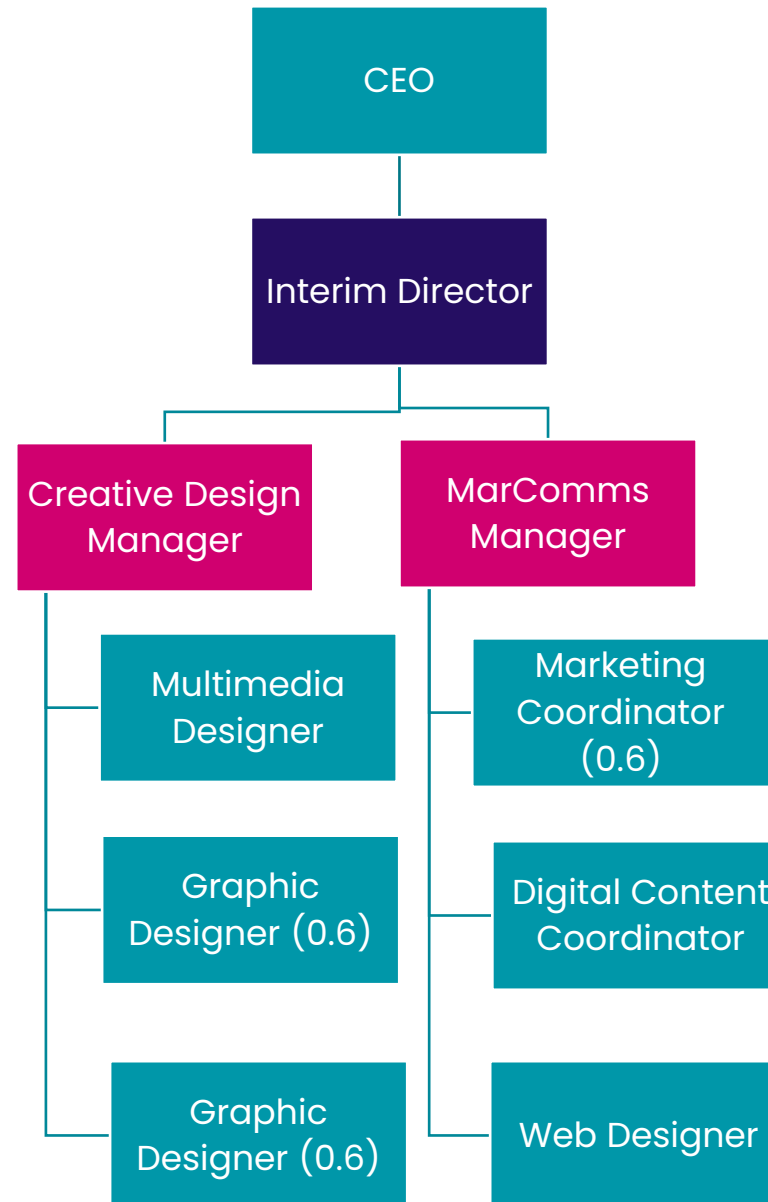
We are looking to appoint an interim Director of Marketing & Communications, and member of the Senior Management Team, to cover our existing postholder whilst on maternity leave.

The role has four primary functions:

- To ensure the SU MarComms team provides great marketing and communications for the SU and our commercial trading subsidiary.
- To develop and grow 'Phoenix Creative' (our creative design team) who do work for both the SU and external clients.
- To sit on the Senior Management Team of the SU providing marketing expertise (also to our Board of Trustees and Commercial Services Board Directors).
- To lead on projects with a strong marketing element. This will include our sector-wide conference 'SU Digital' and our new digital loyalty product 'Student Extra'.

Please see the attached job description for more information.

The team structure



Experience, commitment and salary

Experience

Our ideal candidate will be an experienced SU marketing professional looking for a new opportunity, or a marketing consultant looking for a fresh challenge. We are happy to consider candidates from other sectors if you have a good knowledge of Higher Education in the UK. You will need the ability to work at both a strategic and tactical level with a willingness to be hands on yet drive development by inspiring and empowering your managers to lead and nurture their teams. A full person specification is in the [job description](#).

Commitment

This post is a fixed term contract to cover maternity leave. The role is being offered on a full-time basis (37.5 hours a week) and will require some working from our offices, in Coventry, each week. We are open to applications from candidates that may require some variation to the contracted hours or hybrid arrangements (although this is not a fully remote role and a minimum contract of 24 hours per week is required). Start date is as soon as possible, and end date is expected to be 17.07.2026.

Salary

£52,000 per year if full time.

Application Process

Application Process

You will be asked to complete an application form listing your previous work experience and qualifications as well as some application questions for you to demonstrate how you meet our shortlisting criteria.

We encourage you to read the job description and person specification, which contains the shortlisting criteria for this role. The applications that most closely match our shortlisting criteria will be invited for interview.

Applications Close: Monday 28th April 2025 at 9am

Interview Dates:

- First round (online) interviews – Thursday 8th May 2025
- Second round (in person in Coventry) – Thursday 22nd May 2025

[Click here for further details and to submit an application](#)

The top half of the slide features a dark blue background decorated with various geometric shapes in teal, yellow, and pink. These include circles, squares, triangles, and stylized 'C' shapes, some of which are arranged in small clusters or patterns.

Thank you

If you would like a chat about the role, please email John, SU CEO at john.abell@coventry.ac.uk
yoursu.org