

Recruitment Pack

Marketing and Communications Coordinator

Dear Candidate,

Thank you for taking an interest in this role at Greenwich Students' Union (GSU).

GSU is a charitable organisation which plays a crucial role in the experience of over 20,000 students who attend the University of Greenwich. Our job is to ensure that students have a great time at Greenwich and we empower them to change the world.

We have three main departments here at GSU: Membership Services, Commercial Services, and Support Services. These services spread across three campuses with our main offices being based at Greenwich and Avery Hill in Eltham and Medway in Kent.

This role is responsible for the Union's communications output including physical and digital materials. They will work within the GSU Marketing and Communications (Marcomms) team to deliver actions from comms plans and strategies.

There is a particular focus on day-to-day digital marketing in this role, namely email, social media, and our website. You will be creating and posting on our social media channels in line with our social media strategy and supported by the Deputy Head of Marketing and Communications; curating content from across Union teams and activities for our member newsletters; and keeping our website up to date with news and information for our members.

The postholder will also be involved in ensuring as much of our content features and celebrates our members. We want the postholder to be present on each campus regularly to capture what our members are up to and reflect that back in our communications to show how students are Becoming their Best at Greenwich.

Opening: 12th August

Closing: 1st September

Interviews: w/c 9th September

Salary: £28,079 - Band B on the GSU pay scale

Hours of work: Full time - 35 hours per week

The following pages contain a summary of the principal terms and conditions, key dates in the recruitment process and some information about the Students' Union. Please check you have downloaded everything you need to complete your application and return it electronically.

If you would like to have an informal chat about this opportunity please contact me at o.j.hickspattison@gre.ac.uk.

Good luck with your application and I look forward to meeting you.

Best wishes,

Oliver Hicks-Pattison

Deputy Head of Marketing and Communications



GSU PLAN 2026

**BECOME
YOUR BEST**

OUR NEW STRATEGY

GSU PLAN 2026

BECOME YOUR BEST

At Greenwich Students' Union (GSU) we're proud to have made transformative change over the last few years by acting on student feedback and working with our members to make our democracy more accessible, develop the quality and scope of our member services, improve our physical spaces and transform our communication methods.

Recently recognised as a Quality Students' Union, GSU now has an established physical footprint at our three campuses in Avery Hill, Greenwich and Medway, supported by our online spaces.

Our strategy - GSU Plan 2026 - sets out our action plan that will take us into our next phase of development, ensuring our members are able to shape future opportunities and services. Our role as a Students' Union is to continually evolve our offer for the members of today and future generations.

We have one goal by 2026; supported by GSU and our services, our students to become their best at Greenwich and beyond.

We will focus our team and our time to represent student interests, working with our members to ensure you have access to:

- The best quality and inclusive education.
- Develop skills to be life ready.
- Be the best you can be while they study.
- Find where you belong at Greenwich.
- Take actions to protect our planet together.

Click here to read our plan in full - greenwichsu.co.uk/gsuplan2026

Our Membership Services

Student Representation

Involvement with Student Assembly, campaigns, Elections and members representation;

Advocacy and Policy

Provide advice to all our members regarding academic process, housing, money and other issues. We work proactively to prevent student issues arising and secure an early intervention if needed.

Student Activities

Encompasses Societies, Sports groups, Academic Communities, Awards, Varsity and much more;

Employability and Volunteering

Identifying opportunities and providing support.

Our Support Services

Marketing

Supports communication activity for GSU and all its services, events and activities.

Operations

Looking after HR, finance, governance and training across GSU.



Our Services - Commercial

Lower Deck in Greenwich

The best student bar in Greenwich.

Tudor Café in Avery Hill

Selling takeaway food and coffee, snacks and confectionery, merchandise, groceries and toiletries.

Candy Shack in Avery Hill

Serving cocktails and drinks for the Avery Hill student community.

The Deep End and Poolside Coffee in Medway

Offering hot food and drink, as well as grab-and-go options.

Greenwich Lookbook

Our shop selling University branded merchandise online and in our merch store in Greenwich.

Flagship Events

Offering venue hire in the heart of Greenwich, and in Medway.



Staff Benefits

HOLIDAYS:

25 days per annum
8 bank holidays
3 free days over the winter holidays
Additional 1 day for every year at GSU
(up to 5 years)

MISC LEAVE:

1 day off to move to a new house
1 day off for wedding attendance of immediate family
1 day off to attend funeral
3 days off for death or serious illness of immediate family
Study/exam leave
Health appointments
Parental & carers leave
Sick dependents leave
Generous sickness leave pay
Generous maternity and paternity leave pay

PENSION:

Employee contribution: 5 – 7%
Employer contribution: 4 – 6%

MISC BENEFITS:

Parking permit loan
Travel loan
Eye test and contribution to lenses
Insurance – death in service
Training/staff days
Flexible working

MISC PERKS:

Free large soft drinks (post mix) in the Lower Deck
Student prices on hot drinks in Change and Village Shop
Student prices in Lower Deck on all applicable menu items
Free venue hire at Lower Deck
Tea, coffee and milk in offices

Application Process

Your application is very important, as the information you provide will be used in deciding whether or not you will be shortlisted for interview. The following advice is designed to help you complete it as effectively as possible. This is part of our commitment to ensuring equal opportunities for job applicants.

Greenwich Students' Union (GSU or SU) wholeheartedly supports the principles of equality and diversity in employment and service delivery. We aim to encourage, value and manage diversity and we recognise that talent and potential are distributed across the population. Not only are there moral and social reasons for promoting equality of opportunity, it is in the best interest of this organisation to recruit and develop the best people for our jobs from as wide and diverse a pool of talent as possible.

TIMELINE FOR RECRUITMENT

At GSU we aim to have our recruitment processes as clear and structured as possible. Ideally, we have our advert listed on various websites for one month. Following the deadline date, we will aim to shortlist within a week. Once shortlisting has been completed, the successful candidates will be informed and given an interview date a week ahead. This will allow our successful candidates the opportunity to prepare and make arrangements.

PLANNING YOUR APPLICATION

When planning to submit your application, read through the material provided, including the job specification and recruitment pack.

PERSONAL SPECIFICATION

The Person Specification is the list of criteria or requirements needed for the post. To be shortlisted you have to fulfil each of the essential points marked 'Application', demonstrating your abilities by giving examples. The strongest applications will detail with examples how candidates meet all of the criteria, including drawing on previous experiences and transferable skills. Remember that voluntary work or work at home can be as valuable as paid employment.

Application Process

COMPLETING YOUR APPLICATION

Step 1: To apply use our online recruitment portal setting out how your experience, skills and values equip you for the role. In addition, you can submit a CV if you wish to do so.

Step 2: Complete the Equal Opportunities Monitoring information within the application form. This is not disclosed to the recruiting manager or shortlisting team.

Step 3: Please submit in time for the stated closing date. Please note that applications received after the closing date will not be considered.

SHORTLISTING

All applications will be sent to the selected recruitment panel who make their preferred selection based on the requirements that meet the personal specification. Candidates who meet the criteria are shortlisted for an interview.

INTERVIEWS

The interview panel will normally be formed of 3-4 staff members who will ask questions based on the values and competency required for the role. For some roles you may also be asked to participate in a task or presentation. The applicants will be informed of this ahead of their interview date. If you are not able to attend the interview, we cannot guarantee that an alternative date will be offered. The Panel will consider requests for alternative dates as they arise.

Job description and Personal Specification

Marketing and Communications Coordinator

This role is responsible for the Union's communications output including physical and digital materials. They will work within the GSU Marketing team to deliver actions from comms plans and strategies.

There is a particular focus on day-to-day digital marketing in this role, namely email, social media, and our website. You will be creating and posting on our social media channels in line with our social media strategy and supported by the Deputy Head of Marketing and Communications; curating content from across Union teams and activities for our member newsletters; and keeping our website up to date with news and information for our members.

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Reports to

Deputy Head of Marketing and Communications

Responsible for

Marketing Assistant - Student staff role

Location/s

Mainly based at Greenwich Campus; travel required to Avery Hill and Medway campuses

Hours of work

Full-time, 35 hours per week

Salary

£28,079 - Band B on the GSU pay scale

Department/Service

Marketing and Communications team

Duties and Key Responsibilities

Marketing and communications delivery

- Plan, create and deliver content for the Union's digital platforms across our website, newsletters and the day to day running of the Union's social media channels
- Support the Deputy Head of Marketing and Communications to implement and deliver the SU's social media strategy
- Produce and distribute necessary hard copy materials across all three University campuses
- Create all content and materials in accordance with GSU's strategic plan and all brand and content guidelines
- Respond to enquiries through the Union's digital communication channels, ensuring queries are responded to accurately and in a timely manner
- Work with the Marcomms team to produce central SU marketing materials and communications for a range of audiences, working with key stakeholders, other Coordinators, Managers and Full-time Officers where relevant to ensure they are clear, useful, timely and of high quality
- Work with Union staff to produce and manage detailed production schedules for all communications pieces
- Work with external providers and suppliers of communications support where necessary (e.g. printers, content management system)
- Help to develop partnerships both internally and externally and through this maximise engagement with members and customers
- Work with the Deputy Head of Marketing and Communications on major publicity and public relations campaigns, and management of the press where necessary

Stakeholder management

- Effectively work with internal and external stakeholders (e.g. suppliers, University staff) to provide the most effective service for the SU, and ensure that service is provided and conducted in a timely manner
- Work with the Deputy Head of Marketing and Communications to support student development by working with relevant teams to deliver effective training for student leaders where required
- Help to organise Union presence, and be an ambassador for the SU, at internal and external events (e.g. University Open Days, conferences)
- Support the Deputy Head of Marketing and Communications in working with Union stakeholders to develop communication campaigns appropriate to events and activities, supporting them with ideas and effective organisation for delivery
- Keep abreast of key changes in marketing practices to deliver the most effective service strategy for the SU

Line management

- Responsible for the recruitment, induction and management of any student staff (should opportunity arise), providing personal development opportunities for them to grow and flourish
- Line manage direct reports in line with the policies and procedures of the Union
- Set targets for direct report/s in line with the strategic/operational plans of the Union, managing their performance and development
- Be aware of and ensure that all staff are aware of the importance of supporting our Diversity plans and that this is integrated into every aspect of the department's activities

Insights

- Working with the Deputy Head of Marketing and Communications, monitor, record and analyse engagement data from across the Union related to communications
- Keep abreast of industry trends to keep ahead of developments in the field of marketing

General responsibilities

- Represent and be an ambassador for the SU at internal and external events
- Be flexible and carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position
- Attend staff and project meetings where required
- Maintain and improve competencies through continuous professional development
- Abide by organisational policies, codes of conduct and practices
- Support and promote diversity and equality of opportunity in the workplace
- Treat with confidentiality any personal, private or sensitive information about individual organisations and or clients or staff and project data
- Any other duties commensurate with the accountabilities of the post

Personal Specification

Experience

- Managing a social media channel/s (e.g. creating content, scheduling, monitoring engagement) and creating original content for it/them
- Developing and delivering project plans independently and with others
- Working knowledge of effective marketing practices
- Writing content appropriately for different audiences
- Using an email marketing tool, e.g. MailChimp
- Using a content management system or similar for website and content management
- Monitoring, analysing and reporting back on statistics
- Acting as an ambassador for an organisation at an appropriate level
- Working with and on behalf of a range of diverse stakeholders

Skills and abilities

- Clear communication skills face to face, on the phone and email
- Ability to troubleshoot difficult situations, and deal with them calmly, efficiently, and effectively
- Time management and organisational skills
- Ability to engage, motivate and empower others
- Self-motivated with the confidence to work alone but can also work cooperatively and flexibly as part of a team
- Ability to stay focused and efficient in the face of changing priorities
- Ability to use Adobe InDesign, Photoshop, Illustrator and/or Canva to a good standard for digital and hard copy materials
- Excellent written and verbal communications skills
- Operational understanding of websites (e.g. working with HTML, CSS, content management systems) and web-based communications
- Excellent IT skills and the ability to use a wide range of Office and other applications

Knowledge

- Knowledge or willingness to learn about regulatory requirements and best practice guidance relating to the General Data Protection Regulation and Media Law

Education/training

- Demonstrable experience gained in a similar position
- Educated to degree level

Personal attributes and other requirements

- Able to travel extensively within the region
- Able to work some evenings and weekends and stay overnight where necessary
- Works well in a team with a flexible approach to work
- Commitment to anti-discriminatory practice and equal opportunities and an ability to apply awareness of diversity issues to all areas of work
- Commitment to the values and ethos of the SU