Job profile

Job title	Marketing and communications manager
Reports to	Head of marketing and insight
Responsible for	Graphic designer, social media coordinator
Salary	£39,520

Job purpose

The postholder will drive the operational delivery of the Union's marketing, storytelling, and communications strategies. They will focus on amplifying the Union's voice, elevating brand visibility, and increasing student engagement across all services and activities. The postholder will also expand commercial revenue streams through advertising, corporate partnerships, media sales and experiential activations to support financial sustainability.

Duties

- Develop and execute a data-driven marketing and communications plan to boost awareness, brand affinity and active participation among students and staff
- Champion a user-centric and inclusive culture across the Union to continually elevate the quality of the student experience
- Continue to embed our brand identity and various outlet sub-brands
- Research, draft and pitch compelling copy, press releases, and multi-channel content to support high-impact campaigns and information services
- Partner with cross-functional teams to co-create change-led, educational and advocacy campaigns that resonate with a diverse membership
- Produce visually engaging reports, presentations and digital insights to showcase the value and impact of the Union's work
- Maximise commercial income through innovative advertising packages, digital media sales and experiential brand activations
- Mentor and support the growth of student media groups, empowering them to produce high-quality, independent content
- Work with head of marketing and engagement to implement contracts agreed with external agencies, suppliers and media partners to ensure maximum return
- Manage and scale the Union's digital infrastructure and online presence, ensuring the membership management platform and website optimise the user journey
- Champion digital transformation by continuously improving online service delivery and accessibility
- Manage the team's performance
- Manage the team's budget

Additional responsibilities of all staff

- Be a team player by working with colleagues and students across a range of projects
- Maintain high standard of professionalism, confidentiality and respect for student, colleagues and visitors
- Adhere to and apply the Union's values, policies and procedures
- Be responsible for observing and implementing good health and safety practices
- Travel to/between and work at all three UEL sites when required
- Attend committees, meetings, training, conferences and other events
- Attend occasional weekend and evening events, according to organisational needs
- Participate in major Union events and activities as and when required
- Undertake any other duties as reasonably requested by line manager

Person specification

All criteria listed are essential for this role except where stated desirable.

Education/qualifications (application form)

- Educated to degree level or equivalent in a relevant subject
- Relevant continuing professional development (desirable)

Professional experience (application form, interview)

- Working in a similar role with proven success in leading operational marketing or communications functions
- Building and maintaining high-trust relationships with internal and external stakeholders, including commercial and other partners
- Driving commercial growth, corporate sponsorships, media sales, or experiential activations
- Leading change or introducing innovative workflows to enhance audience engagement and the user experience
- Designing and executing comprehensive multi-channel marketing plans (essential) within a membership, non-profit or community-based organisation (desirable)
- Launching or optimising digital services, websites or online membership communities (desirable)
- Supporting or advising student- or community-led media platforms (desirable)
- Managing creative teams with proven success including designers, videographers, copywriters or social media specialists (desirable)
- Navigating and collaborating effectively within a matrix management or cross-functional team structure (desirable)
- Managing and working in a matrix management structure (desirable)

Knowledge, skills and abilities (interview)

- Exceptional copywriting, storytelling and editing skills tailored for diverse audiences
- Meticulous attention to detail and a commitment to maintaining brand consistency
- Strong operational knowledge of digital platforms, content management systems and automated email marketing tools
- Knowledge of current trends in digital marketing, social media and content strategy
- Practical understanding of data protection regulations as they apply to marketing and student data
- Outstanding project management and organisational skills, with the agility to manage competing priorities and high-volume workloads
- Advanced IT literacy, including proficiency in Microsoft 365, with the ability to adopt new creative or analytical digital tools quickly
- Excellent inter-personal skills including being able to clearly communicate with other staff members at all levels
- Innovative and creative approach to work

Personal attributes (interview)

- Willing and able to work in a fast-paced, challenging environment
- Willing and able to work in a student-led, democratic organisation
- Willing and able to work flexibly including occasional evenings and weekends
- Sensitive to the needs of a diverse community and cultural differences