

JOB DESCRIPTION

Job Title	Marketing Communications Specialist
Salary Range	££25,500 - £29,000 basic per annum (successful candidates will start at the base point of the above salary)
Hours of work	Full Time (35 hours per week) Fixed Term Contract - Maternity Cover until June 2027
Reporting to	Senior Marketing Manager
Responsible for	Student Staff
Purpose of the Post	The Communications Specialist post is responsible for supporting the day-to-day operations of the Union's Marketing & Engagement department with a particular focus on stakeholder communications.

ROLE SPECIFIC DUTIES

- **Delivery of Communications Function:** Support and lead the delivery of agreed communications outcomes and statutory requirements; contribute to Marketing & Engagement planning, resource allocation, and risk management. Proactively identify, assess, and manage communications risks, ensuring messaging protects and enhances the Union's reputation. Support the delivery of departmental objectives aligned to the UPSU vision, values, and strategy.
- **Communications Leadership & Narrative Ownership:** Using initiative and agency to take ownership of the Union's communications narrative across all platforms, ensuring a consistent, compelling, and student-focused voice. Operate with a high degree of autonomy to shape messaging, proactively identify opportunities, and respond to emerging issues. Apply a membership-first lens to all communications, ensuring messaging reflects the needs, interests, and diversity of the student body. Demonstrate strong understanding of student demographics and behaviours to inform targeted and impactful communications. Work collaboratively with the rest of the Marketing Team, providing strategic direction and support to ensure alignment across channels.
- **Line management of Student Staff:** Support the recruitment, induction, training, and development of student staff. Ensure clarity of expectations and accountability for delivery, recognising success and addressing performance concerns in collaboration with the Line Manager.
- **Operational Delivery & Project Leadership:** Provide leadership and accountability for assigned projects, tasks, and processes, ensuring delivery to a high standard and alignment with strategic priorities.
 - **Member Relations:** Support and enhance customer service programmes and CRM strategies to strengthen member engagement and satisfaction, ensuring all communications are accessible, relevant, and member-focused.
 - **Developing Insight, Opinion & Engagement:** Undertake regular monitoring of media, social platforms, and student sentiment. Use insights to shape communications strategy, inform narrative direction, and respond to key issues in a timely and appropriate manner.
 - **Stakeholder Communications & PR Activity:** Lead the proactive development and delivery of engagement strategies and messaging for key audiences. Translate the Union's brand and priorities into compelling written, visual, and multimedia content.
 - **Campaign Planning & Delivery:** Plan and deliver integrated campaigns (charity, commercial, and internal), ensuring alignment with strategic objectives and a strong member-first focus. Maintain and develop relationships with key University and external partners to support shared communications goals.
- **Systems, Compliance & Impact Measurement:** Develop, manage, and improve tools and processes that enable effective communication and student engagement. Maintain oversight of assigned budgets, assets, and records. Ensure compliance with GDPR and relevant legislation. Track, evaluate, and report on communications activity and impact, using data to inform continuous improvement.
- **University Partnership & Stakeholder Engagement:** Build and maintain strong relationships across the

University, embedding student engagement within wider institutional communications. Collaborate closely with University marketing teams and faculty/service contacts to ensure aligned and effective partnership working.

- **Elected Officer & Student Representative Support:** Support the effective use of Union communication channels by Elected Officers and student representatives: Enable and encourage their involvement in shaping and delivering communications, ensuring student voice is central to narrative and engagement activity.

GENERAL DUTIES

- The Union operates on a matrix framework, all employees are expected to contribute to Union-wide projects and may manage people and resources beyond their immediate role. All employees must work collaboratively with colleagues and elected student representatives across projects and workstreams.
- All employees are individually and collectively responsible for understanding and complying with all statutory legislation and the Union's policies and procedures.
- All employees are individually and collectively responsible for working to the Union's values.
- To ensure that stakeholders' expectations are exceeded whenever possible employees will be required to support the gaining of and acting on feedback as part of day to day activity.
- The Union considers regular and ongoing personal development/training as essential to role delivery and Union development. It is expected that employees undertake any such development/training offered as is reasonably practicable.

[COMPETENCY AND RESPONSIBILITY FRAMEWORK](#) [PERSON SPEC](#)

OTHER DUTIES

The nature of the post will, at times, require additional commitment over and above normal responsibilities and hours. The requirements will always be commensurate with the role and employees are required to undertake such duties as requested.

I _____ (*print name*), by signing below, agree with the above Job Description

Signed: _____ **Date:** _____