



Sales and Communications Coordinator (Graduate)

Applicant Information and Job Description and Person Specification

Summary

This role is only available to graduates

Aston Students' Union (ASU) is a membership organisation for students studying at Aston University. The SU is led by elected student officers supported by a staff team. It is an independent charity and company that exists to impact positively on the life of Aston University students. The SU provides a range of services to enhance the student experience. Services are varied and include advice and support, a student representation framework, over 100 clubs and societies, an accommodation service, headline annual events alongside much more. We have an exciting new role in our Marketing and Communications team.

Job Summary

The Sales and Communications Coordinator position is open to Graduates for students from Aston University. The grading of the role will be dependent on the experience of the chosen candidate and whether they are on placement or a graduate as this will impact the level of support and supervision required by the position holder.

The Sales and Communications Coordinator will be responsible for all media and stall sales for Aston Students' Union. The position holder will market and sell digital media and stall opportunities to commercial partners. There will be sales targets set for the position holder to meet.

The Sales and Communications Coordinator role will alongside other colleagues, coordinate all the SU social media platforms (Instagram, Twitter, LinkedIn, Facebook etc.) and will be responsible for driving online and offline engagement through content ideation and creation. This role includes day-to-day support, continuous data analysis and provision on recommendations in order to improve marketing and communications strategies.

The role will suit an individual with a high level of attention-to-detail and organisational skills, with experience of office management and commitment to customer care combined with experience of working within a governance and/or democratic environment. You will need to be able to work independently and as part of a team.

You will enjoy this role if you have marketing/sales experience, are a creative thinker, a good communicator and a proactive self-motivated worker, who likes working in a fast-paced environment, as this job involves closely working with marketing team for effective implementation of strategic decisions.

Principle Purpose of Job: To coordinate the media and stall sales for Aston Students' Union. You will also coordinate the communications of the Students' Union through social media and other platforms. The communications will cover all areas of the Students' Union commercial, and membership related.

Work Location: Aston University Campus: Aston Students' Union, B4 7BX

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Equality, Diversity and Inclusivity

Aston Students' Union is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on Race, Age, Disability, Sex, Sexual Orientation, Gender Reassignment, Religion or belief, Marriage and Civil Partnership or Pregnancy and maternity or any other protected characteristic. If you require any reasonable adjustments to assist you in the application or interview process, please get in touch to discuss your needs.

Main Duties and Responsibilities:

- A. To sell media and stall opportunities to commercial partners.
- B. To lead on the creation of strategies and plans to increase media and stall sales.
- C. To meet defined sales targets.
- D. To work with key colleagues to coordinate communications for the Students' Union across both Membership and Commercial Services.
- E. Alongside other colleagues to manage the Students' Union's social media channels and co-ordinate, edit, distribute the content plan across multiple platforms, to generate the highest levels of audience engagement possible.
- F. Engage student leaders (officers and others) in digital content production and collaborate with student leaders/other staff members to optimise their communications.
- G. Support the Marketing and Communications Coordinator in planning and delivering content.
- H. Support smooth running of the Students' Union events, producing promotional communications and marketing materials and social media coverage.

- I. Coordinating campaign planning with the wider Students' Union team.
- J. Liaising with students on placements and curating content for the Students' Union placement blog and any other similar communications.
- K. Produce effective communications copy for various audiences to be shared across multiple platforms. Proofread and edit copy submitted by other departments.

General Responsibilities:

- A. Any other duties reasonably required by the Marketing and Media Manager or Senior Management team.
- B. Support day-to-day delivery of the marketing and communications service, coordinating with marketing and communications team members, processing organisation-wide marketing requests and ensuring consistent high levels of service delivery.
- C. Develop creative, appropriate and effective responses to service requests, finding the best solutions and regularly trying and testing new tactics.
- D. Produce regular analytical reports along with the Marketing and Communications Coordinator, reflecting on important engagement and marketing metrics, the impact of different methods of communication and proposed strategy changes.
- E. Co-ordinating with other areas of the Students' Union
- F. Co-ordinating with SU Security, Estates and Campus Safety whenever appropriate.
- G. Filing of invoices and ensuring payment collections from commercial partners.
- H. Work with external promoters to secure commission on student events.
- I. Ensuring that day to day activities embrace sustainability and reduce the impact upon the environment by minimising waste and maximising recycling; saving energy; minimising water usage and reporting any electrical faults, water leakage or other environmental concerns to the facilities or line manager etc.

Standards

- A. The post holder will be expected to both professionally and personally, display a positive image of Aston SU.
- B. The post holder will be expected to uphold the values of Aston SU and demonstrate high standards of professionalism, respect for others, integrity and accountability.
- C. To actively demonstrate commitment to equality, diversity and inclusion.
- D. The post holder will be expected to abide by the Union's various policies such as the Equality and Diversity policy and the Anti Bullying and Harassment policy at all times.

Person Specification

Essential:

- Applicants must be a graduate.
- A “can do” positive attitude to challenges.
- Experience of office management and administrative systems
- Experience of customer service
- Experience of negotiating costs and processing invoices
- Experience of managing several social media platforms
- Experience of working with the range of stakeholders and as a part of the team
- Proficient at using all Microsoft Office applications
- Ability to proofread with accuracy to detail
- Ability to create and deliver training sessions
- Excellent oral and written communication skills
- Excellent interpersonal skills and organisational skills
- A high degree of commitment to excellent customer care
- Ability to work with minimum supervision and use own initiative with honesty and integrity
- Good understanding and awareness of equal opportunity issues, legislation and implementation
- Flexible approach to working hours
- Ability to meet deadlines
- Is open to working flexible hours and can be available to work at events outside of standard working hours.
- Committed to supporting our charitable vision and delivering high quality services to our students

Desirable:

- Experience of working within a governance and/or democratic environment
- Experience of working in a Students’ Union or Advertising agencies
- Experience of working in communications/marketing role
- Experience of creating content for a variety of audiences across multiple platforms
- Experience of planning and delivering communications campaigns
- Knowledge of Governance and/or Students’ Unions
- An understanding of current higher education needs and issues

Applicant information

- Starting salary; **£23,487**

- Job type: Full Time Graduate Role, **Fixed Term 12 Months**
- Pension; 7.5% Employer Contribution
- Free NUS Totum Card.
- If you would like to clarify any information or have an informal chat about the role, please email s.hussain30@aston.ac.uk .
- To apply, please send a CV and covering letter to our HR, Governance and Admin Coordinator, Shadab Hussain on s.hussain30@aston.ac.uk . The covering letter should detail how you meet the criteria required for the role.
- **Application closing date:** 12 noon on Friday 30th September 2022
- **Interview date:** TBC