

**Job Description**

Job Title: Content & Events Coordinator

Salary: £25,956 (FTE £26,994)

Contract Type: Full Time Permanent (50 weeks per year)

Primary Location: Stirling University Campus

Reporting To: Communications & Activities Manager

**Job purpose:**

You will plan, coordinate and deliver communications activity as well as run events to enhance the student experience. You will take lead responsibility for the Union’s digital and social media communications, creating engaging and varied content. You will regularly track and evaluate delivery being data-led in your next project. With high levels of administrative skill, you will also support colleagues across the Union with promotional activity and help deliver Union events including Welcome Week and Awards Balls.

**About us:**

Stirling Students’ Union is the representative student body at the University of Stirling. We are a registered charity and exist to support students getting the best degree, helping students make friends, supporting students when they need support and building skills for the future. We do this by supporting academic reps, providing volunteering opportunities, societies and sports clubs. We also offer support, employability skills, advice and opportunities to influence our sustainability work. We are proudly student led and each spring elect four full time paid students to lead our work: President, Vice President Communities, Vice President Education and Sports Union President.

**Key responsibilities:**

**Content**

* Lead on day-to-day planning, design, creation and delivery of social media content to support all Union activity.
* Work with the Communications & Activities Manager to deliver an annual programme of Union activity and implement processes to support colleagues in the timely design and planning of such activity.
* Coordinate communication and promotion of all areas of Union services and programmes including our membership areas and retail operations.
* Plan and complete administrative tasks to support Union activity.
* Work with the Sabbatical Officers to ensure the effective delivery of Officer content and campaign activity across all Union communication channels.
* Lead on the development, analysis and impact of all social media and digital communications (including email and website), producing regular reports for colleagues on activity performance.
* Develop project plans for key organisational activity in collaboration with relevant Students’ Union staff and Officers.
* Keep up-to-date with current trends and to assess how these innovative practices can be implemented to enhance communication between the Union and its members.
* Have input into the on-going development and delivery of all Union communication channels.
* Co-ordinate any additional promotional materials required for the Union (including but not limited to pull-up banners, publications, printed promotional materials).
* Promote good practice across the Union in the use of Union branding and support societies/sports teams with guidance on use of the Union visual identity.
* Lead training for staff, Sabbatical Officers, societies and sports teams on use of social media to support Union activity.
* Contribute across the various areas of the Students’ Union to help deliver on the Students’ Union strategic plan.
* Work with the University communications team on collaborative programmes.
* Support Union marketing activity across all relevant functions.

**Events**

* Lead on organising, promoting and evaluating all Union events, delivering on time and within budget.
* Ensure regular monitoring of activity to ensure proper processes are in place and relevant costs/income are fully considered.
* Lead on the development and delivery of the Union’s activity during Welcome Weeks in the autumn and spring semester involving colleagues across the Union team and working closely with the University Events team.
* Working with Union colleagues, support the development and delivery of events such as the Societies Awards Ball, Sports Union Awards Ball, Inspirational Women Awards and the RATE Teaching Awards.
* Work with external partners to support our digital events platform and associated ticketing process.
* Work with societies and sports teams where appropriate to support their delivery of student focused events.
* Work closely with the University Events team to support the Union’s input across events such as Open Days and Applicant Days and Welcome Weeks.
* Work closely and collaboratively with the University’s student belonging programme, Be Connected.
* To monitor, evaluate and report on Union events to effectively grow and develop them for the future.

**Key Relationships:**

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| **Internal:*** Sabbatical Officers
* Union Senior Management Team
* Union Coordinators
 | **External:*** University Events Team
* University Comms Team
* External Events Platform Provider
* Memberships Solutions Limited
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| Person Specification

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| **Knowledge & Experience** | **Desirable** | **Essential** |
| A relevant qualification or demonstrable work-based experience |  |  E |
| Knowledge of social media management and digital marketing practices |  | E |
| Experience of designing successful social media content |  | E |
| Experience of events delivery and administration  |  | E |
| Experience of project delivery and evaluation |  | E |
| Understanding of key student and Higher Education issues |  | E |
| Experience of working with and empowering students/young people, within students’ unions or within the voluntary sector |   | E |
| Understanding of students’ unions and current student trends |  |  E |
| Experience of using data to shape decisions | D |  |
| Experience of designing and delivering training  | D |  |
| Experience of managing short, medium and long-term projects alongside competing priorities | D |  |
| Experience of managing budgets | D |  |
| Evidence of continuing professional development | D |  |

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| **Attributes** | **Desirable** | **Essential** |
| Ability to develop relationships and work with a wide range of people |   | E |
| Strong interpersonal and communication skills |   | E |
| Ability to empower, coach and motivate others |  | E |
| Willingness to take initiative  |   | E |
| Passion for engaging students supported by digital communications |  | E |
| Desire to work within an organisation with a diverse membership |  | E |
| Understanding and commitment to Equality, Diversity and Inclusion |   | E |
| Commitment to working in a student-led environment |   | E |
| Collaborative, open minded, and curious  |  | E |
| Strong digital literacy |  | E |

**General:** All Stirling Students’ Union team members are expected to comply with relevant legislation that affects the workplace; to carry out any other appropriate duties which may be considered necessary; abide by the policies and constitution of the Union and be impartial in respect of its democratic activity; ensure that any and all data is stored, accessed and used in line with relevant Data Protection Legislation.Notes:Due to the variable nature of the semester timetable, the Students Union operates annualised hours working for all employees. The annual hours for this post will be 1750. Although working hours are stated as 35 hours per week some evening and weekend work is required, which may exceed this. This is part of the contract and reflected in the grading of the post. Annual holiday entitlement is 28 days pro rata (which includes all public holidays) which equates to 188.5 hours. This job description is correct as of March 2024 and shall be updated as and when required with the appropriate body. It should not be regarded as exhaustive or exclusive and duties may change from time to time.Sign-off:

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| Job Holder | Manager Al Lawley-Powell |
| Signature | Signature |
| Date | Date 26 March 2024 |

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