



JOB APPLICATION PACK COMMUNICATIONS COORDINATOR



Thank you for your interest in the role of Communications Coordinator. The Union of Kingston Students supports and represents over 16,000 students across four campuses.

UKS is a union that is in a period of significant organisational change. We recognise as a union that we have not delivered for our members for a number of years and we are committed to changing and getting that right. In the last 12 months, we have recruited a brand new Chief Executive, a brand new trustee board and made fundamental changes to the union's structure that will lead us to where we want to be over the next 5 years.

We are about to embark on an exciting plan to become the best SU in the country, one that is consistently representing all of our students and advocating for their rights throughout their university experience and one that is at the forefront of providing vibrant diverse communities that reflect our student population. At the moment, we are a union that is in transition and needs work and we are looking for people are up for the challenge. We have a very committed and talented staff team and an exciting new student leader team who are all excited by the journey and the challenges ahead.

We are looking for talented people who are excited by change, love working in a constantly vibrant and fast paced environment and who are committed to develop talented student leaders. If this is you, then please read on.



Communications Coordinator

£23,305 per annum + pension

The Role

We are looking for someone to build upon the work done to improve the way we communicate with our members, as well as developing a clear brand and image that showcases the union and what we stand for.

As Communications Coordinator, you will be responsible coordinating all of the Union's activity via our website, social media and other communication channels. You will also be responsible for ensuring the union presents itself consistently and with clear messaging, as well as providing a platform for our wide range of student activities and opportunities. We are looking for an individual who has an ability to understand the importance of how we clearly convey the what we do, as well as being credible to provide clear advice and guidance to students on how best to showcase their work. The ideal candidate will be someone with a strong attention to detail, a creative flair and someone with a good eye for design and someone who understands how to manage multiple projects effectively.

We aren't looking for someone with years of experience but we are looking for understanding of how to work in a fast paced, dynamic organisation and understands what makes a vibrant and exciting student experience for Kingston Students. The Communications Coordinator will have an excellent knowledge of current themes and issues within Higher Education and students' unions and has the ability to proactively support sabbatical officers and students to develop the positive image of UKS.

More information

Application process is through the application form on www.kingstonstudents.net/jobs

Please submit the application form to E.Taylor@kingston.ac.uk.

Should you wish to discuss the role prior to application please contact Jamie Stratton at J.Stratton@kingston.ac.uk or 0208 4175000

Next Steps

Application Deadline: Thursday 5th September at 12pm

Interview will be Friday 13th September at Penrhyn Road Campus



Job Description

Communications Coordinator

£23,305 per annum + pension

Accountable to: Business Development Manager

Responsible for: Communications Student Staff including Graphic Designers

Job Purpose

1. **Coordinate all UKS communications activity**
2. **Support students and officers in relevant communications activity**
3. **Contribute to the Business Development Department's strategic and operational planning**

Key Responsibilities

1. **Coordinate all UKS communications activity**

- Operational responsibility for content on the Union's digital platforms and e-communication including websites, e-commerce, and social networks
- Coordinate the content and delivery of key UKS-wide publications and activities
- Coordinate the development and delivery of an annual communications calendar
- Coordinate photographing and filming of key Union activities
- Responsible for systematically storing articles, images, and audio-visual material
- Coordinate all design work for UKS including coordinating systems to manage design request, design production, and printing/publishing
- Operational responsibility for generating income through sales and sponsorship
- Provide specialist advice to colleagues on matters relating to communications methods and technology
- Responsible for the delivery of the Union's external communications
- To implement and monitor a communications plan for the Union, in line with the Union's strategy.
- To ensure the ongoing development and maintenance of the Union's website, email, social media and e-commerce in general.
- Responsible for planning, development and delivery of the Union's social media presence.
- Provide guidance to all officers and staff on the best practice use of all media platforms available

2. **Support students and officers in relevant communications activity**

- Liaise with Union members and staff to improve quality of communications from UKS
- Support elected officers and relevant staff in promoting and developing UKS
- Act as a spokesperson for the union, particularly relating to work with key external stakeholders.



- Support elected officers by guiding them with regards to personal brand and social media presence
- Provide coaching and development for student officers on all matters relating to press relations.

3. Contribute to the Business Development Department's strategic and operational planning

- Support the Business Development Manager in developing a clear communications strategy that aligns with the vision and strategic goals of UKS
- Ensure effective performance against budgetary targets, strategic and business planning objectives and Key Performance Indicators.
- Work collaboratively with colleagues and officers across the union to grow and improve communications at UKS.
- Prepare timely reports and statistical returns to demonstrate levels of involvement in UKS activities and communicate with stakeholders as required



Person Specification

CRITERIA	Requirement
QUALIFICATIONS	
Good general education, typically to the Higher/A level equivalent	Essential
University/College Degree, preferably from a course within the arts	Desirable
EXPERIENCE	
Previous work with student volunteers	Essential
Experience of working in a University environment	Desirable
Experience of managing complex projects over weeks, months and years	Essential
Experience of supervising or managing volunteers/others	Essential
Experience of facilitating/managing small, medium and large scale events	Essential
Experience of running activities relating to welcoming new students	Desirable
Experience of managing sales and merchandise	Desirable
Experience of managing and developing multiple social media channels	Essential
Experience of either designing or overseeing design processes for multiple projects	Essential
Experience of producing strong written communications	Essential
KNOWLEDGE	
Demonstrable understanding of Students' Unions or other democracy/voluntary organisations	Essential
Understanding of the purpose and nature of activities relating to welcoming new students	Essential
Knowledge of current themes affecting students in the Further Education/Higher Education sector	Essential
Knowledge of key themes within sales and marketing and generating income in the Further Education/Higher Education sector	Desirable
ATTRIBUTES/SKILLS	
Excellent communication skills, verbal and written, and an ability to quickly build new relationships	Essential
Excellent customer service skills	Essential
Ability to work within a constantly changing series of priorities and tasks	Essential
Exceptional problem solving skills – particularly under pressure	Essential
Able to work as part of a team and also to work independently	Essential
Using social networks as a tool for communication for an organisation/campaign	Essential
Ability to construct and maintain databases	Desirable
Ability to manage and work budgets	Essential
Able to create and maintain strong working relationships.	Essential
A flexible approach to working combined with the ability to work under pressure and to deadlines, whilst maintaining a high standard of professionalism	Essential
Able to overcome hurdles and problems in a constructive manner	Essential
The ability to motivate self and others	Essential



VALUES AND ETHICS	
Desire to work within a democratic student led environment	Essential
Understanding and commitment to equal opportunities	Essential
A willingness to occasionally work beyond traditional office hours	Essential
Demonstrably high standards of personal integrity	Essential