



**YORK ST JOHN  
STUDENTS' UNION**

## JOB DESCRIPTION

<b>Job title:</b>	Communications & Website Coordinator
<b>Department:</b>	Operations & Business Development
<b>Scope of duties:</b>	To act as the central contact point to coordinate all Students' Union communications; and to manage and develop the online and digital platforms to create opportunities for engagement and communication with the student body.
<b>Salary Scale:</b>	£22,347
<b>Hours of work:</b>	Full Time. 35hrs per week
<b>Responsible to:</b>	Senior Marketing & Communications Coordinator

### DETAILED DESCRIPTION OF DUTIES: (NB This list is non-exhaustive)

#### 1. Communications

- To coordinate the development of our communication channels and our messages to our key audiences
- To produce effective communications to engage our members and stakeholders, raising awareness and encourage greater participation and interaction
- Develop and maintain the Students' Union brand, including identity, tone of voice and core messages
- Proactively engage and support Sabbatical Officers regarding campaign deliverables
- Liaise with key University staff members to ensure coordinated communications with the University and any other relevant stakeholders
- Researching and gaining membership intelligence for future events and campaigns
- Assist in formulating the Students' Union annual communications and promotional strategy
- Conduct appropriate research into the student market and keep up to date with relevant trends
- Attend evening & weekend events to support promotion and communications, such as Welcome Week, End of Year Dinners, Elections, Varsity etc.

#### 2. Social Media

- To be responsible for the day to day running of the Students' Union social media channels; planning and publishing content on Hootsuite
- To work alongside the Senior Marketing & Communications Coordinator to develop social media strategies
- Proactively support and engage other Students' Union staff with social media messages
- Ensure all content supplied for social media is of a high standard
- Deliver monthly analyses on social media performance evaluating key metrics
- Identify industry trends and conduct regular competitor research
- Create engaging content for all social media channels

- Identify and suggest new digital technologies, platforms and social communities to the Senior Marketing & Communications Coordinator
- Demonstrate excellent customer service and respond to messages promptly
- Publish content in the evenings / weekends where required
- Work alongside the Graphic Designer to plan and build on-brand creatives
- Ensure all content fits the Students' Union brand including tone of voice and graphic design

### **3. Website Maintenance & Development**

- To work alongside the Senior Marketing & Communications Coordinator in the maintenance of YSJSU.com, ensuring the website is consistent and concise and managed effectively
- To work alongside staff to ensure the website is utilised to its full potential for campaigns and services
- Ensure all content requested or supplied for the website is of a high standard and in keeping with centralised brand
- Be able to resolve technical problems with the website and take initiative to further develop the aesthetics, structure and content within the website
- Ensure that the site follows industry standards and follows current website and related trends
- Ensure the website and any other platforms are compatible across multiple devices, driven by user analytics
- Ensure that user data is kept within Data Protection Agreements and that all data is kept secure and up-to-date and complies with current legislation
- Suggest any other technical advancements that may further the goals of YSJSU to the Operations & Business Development Manager
- Regularly audit the website to develop content and deliver analytical reports to track efficiency
- Keep up to date with software developments from our supplier(s) as well as in the industry
- Provide staff and student support on errors and troubleshooting and ensure issues are resolved in a timely manner

### **4. Other Duties**

- To attend conferences and training events as may arise
- To attend training courses / sessions where needed to ensure YSJSU stays up to date in its digital practices
- To fulfil other duties & work on other projects as directed by the Senior Marketing & Communications Coordinator
- Any other duties as may be reasonably required
- Ensure that the highest standards of professional performance are maintained
- Promote equal opportunities in the work of the department
- Ensure compliance with relevant legislation and statutory codes of practice, including GDPR and copyrighting
- Participate in the arrangements for performance review
- Ensure that professional skills are regularly updated through participation in training and development activities
- Ensure all Students' Union policies are implemented within the remit of this post

## PERSON SPECIFICATION

**Job title:** Communications & Website Coordinator

The person specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.

REQUIREMENTS	Essential	Desirable
<b>QUALIFICATIONS</b>		
Education to degree standard or equivalent	X	
<b>KNOWLEDGE &amp; EXPERIENCE</b>		
Experience of project management		X
Experience of using web languages including PHP, HTML, CSS & JS	X	
Experience of using content management systems (CMS)	X	
Experience in building & optimising graphics for web	X	
Experience of Adobe applications	X	
Experience of compiling surveys, data analysis, delivering evaluation and report writing	X	
An understanding of the student marketplace	X	
An understanding of communication methods to engage a diverse range of stakeholders	X	
<b>SKILLS/ATTRIBUTES</b>		
Ability to establish and maintain strong working relationships with a range of individuals	X	
Excellent oral and written communication skills, including listening skills	X	
Outgoing personality with excellent interpersonal skills	X	
Excellent planning, organisation and administration skills	X	
IT proficiency (including Microsoft office Suite and working knowledge of online tools)	X	
<b>BEHAVIOURS</b>		
Working together as a team	X	
Achieving and delivery	X	
Integrity – Living our values	X	