

JOB DESCRIPTION



Job title:	Communications Coordinator
Location:	The post will work primarily at Oxford SU's main office (4 Worcester Street, Oxford), this post is expected to be in the office 80% of the time.
Working hours:	37.5-hours per week to be worked flexibly, including occasional work on evenings and weekends
Contract:	12 Month fixed term
Salary:	£27,181
Department:	NA
Reporting to:	CEO
Staff reporting to this role:	Hourly paid student staff or volunteers, as appointed from time to time

Job Purpose

The post-holder will deliver the Students' Union (SU) communications activity, ensuring effective and consistent use of all communication channels, helping to enhance the student experience and engagement through attractive and creative content.

Specific to the Transformation Plan, this role will likely:

- Ensure effective communication with students and other stakeholders related to the Transformation Plan
- Lead on the development of the Union's media strategy
- Redevelop the SU's communications strategy and deliver plans
- Develop plans for re-launching the SU, including a brand review
- Support the development of the commercial strategy and offering of the Union
- Support the redevelopment and restructure of the organisation

Key Projects

Communications Strategy & Delivery

- Responsible for developing, delivering and evaluating the Union's communications strategy
- Develop & maintain the organisation's communications calendar, ensuring that key activity is effectively communicated to the student body and staff using a range of methods
- Develop mechanisms for gathering customer insight using a range of methods and communication channels, evaluating content and customer response
- Lead on innovative content creation for all SU engagement activities & opportunities, using different platforms and creative, student friendly approaches
- Ensure key messages are communicated and targeted effectively to the entire student population in engaging and creative ways
- Assist Sabbatical Officers with the development and delivery of their campaigns, including through the creation and development of emails, blogs and interactive content
- Provide one-to-one support and guidance to enable SU staff to create their own digital content where appropriate.

- Safeguard and enhance the Student Union's brand identity and ensure consistent representation across all marketing channels and communication materials
- Support the CEO to report impact and effectiveness to the Trustee Board

Website Development

- To be the day-to-day owner of the website, ensuring it is developed, maintained and utilised to the highest of standards.
- Use the CMS (content management systems) to maintain the website functionality and ensure up to date membership data
- Coordinate with SU teams to ensure the ongoing review and upkeep of all sections of the website
- Create, manage & maintain Oxford SU email lists, ensuring that they allow effective targeted communications

Social Media

- Develop & implement a social media strategy across the organisation, enabling strong and impactful communication with members using a variety of platforms
- To lead on social media best practice, training and support for the wider SU team
- Work with our Campaigns and student groups to assist with their online presence & support them with press and PR enquiries

Student, local and national media

- Oversee the activities and ensure delivery of in-house Student Media (Oxide Radio & OxStu newspaper)
- Lead on the governance & effectiveness of the in-house Student Media (Oxide Radio and OxStu Newspaper) including being the SU representative on the Media Board
- Offer 1-1 support to the editors including technical support, training & development & support the termly recruitment of new student Editors
- Ensure that all in-house Student Media outlets comply with the relevant legislation and maintain licenses
- Ensure appropriate mechanisms are in place for libel checking and/or Oxford SU reputation management in relation to all in-house student media outlets
- Build proactive relationships with in-house and external Student and local/national media outlets, developing an organisational, proactive PR approach

Income Generation

- Ensure that marketing and advert contracts are delivered on the Union' website, Fresher's Fair and in relevant Student Media outlets

Health & Safety

- Comply with all Oxford SU Health & Safety legislation and internal policies, ensuring compliance across the department.
- Take personal responsibility for Health & Safety of yourself and those around you.
- Undertake Health & Safety training and attend meetings as required.
- Ensure adequate information, training and supervision of employees.

General Duties & Responsibilities

- Promote the mission and values of Oxford SU through interactions with internal & external stakeholders, ensuring productive working relationships
- Adhere to Oxford SU's Equality & Diversity Policy and demonstrate commitment to its progression
- Comply at all times with Oxford SU's policies & organisational values
- Attend meetings & training events as required
- Have a flexible approach to duties & work, in particular, adopt a teamwork style across the departments & activities of Oxford SU
- Undertake any other duties appropriate for the grade & responsibilities of the post that may from time to time be reasonably requested after appropriate consultation & joint agreement

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> ● Evidence of ongoing continued professional development 	<ul style="list-style-type: none"> ● Educated to a Degree level OR equivalent
Experience	<ul style="list-style-type: none"> ● Experience of project planning and management ● Experience of working in successful partnerships with a range of stakeholders ● Experience using a range of social media platforms to elevate a brand or organisation 	<ul style="list-style-type: none"> ● Experience of working within Higher Education/Student Unions and working with elected officers/individuals ● Experience of University life ● Experience in recruiting and working with volunteers
Skills, Knowledge & Expertise	<ul style="list-style-type: none"> ● Excellent oral and written communication/presentation skills with the ability to disseminate complex and different information to a wide range of audiences whether orally or written ● Excellent administrative skills (MS office, email/web including developing and maintaining accurate records) ● Ability to establish and maintain relationships with key people, both internally and externally ● Expert organisational skills including time management ● Ability to work alone or as part of a thriving team ● Experience of managing multiple projects / tasks in a busy environment 	<ul style="list-style-type: none"> ● Experience of analysis of written and numerical data ● Understanding of the role of student representation and student unions ● A knowledge of/interest in the Higher Education Sector
Values & Behaviours	<ul style="list-style-type: none"> ● A demonstrable commitment to our organisation's values. ● Strong commitment to, and understanding of the principles of equality, diversity and inclusion. ● Comfortable working in a democratic, student-led environment with the ability to empower and build constructive relationships with elected leaders Ability to 	

	<p>work independently using own initiative and remain calm under pressure</p> <ul style="list-style-type: none">• Ability to innovate, to recognise challenges, analyse problems and apply effective solutions	
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Date Completed:	April 2024
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