

Communications Coordinator Sunderland Students' Union

Salary: Grade A (£24,932 per annum, pro rata)

Position: Full time (37.5 Hours)

Closing date for applications: Thursday 3rd April 2025, 23:59

Interviews: Tuesday 29th April 2025

Purpose of the role:

Join us to shape the future of student storytelling, where your voice drives our social media and communications!

Working under the supervision of the Student Experience Manager, assist the Students' Union in communicating effectively with students and other key stakeholders as well as delivering a wide range of creative marketing and PR campaigns. The post holder will coordinate several of the Union's communication channels, develop content and help ensure communication promotes engagement with our students and enhances the Your SU brand.

Sunderland Students' Union is a dynamic education-focused charity that strives to shape student lives for the future. Our aim is to provide valuable experiences for the 20,000+ students across the University of Sunderland campuses.

Our values of passion, integrity, empowerment, success, and inclusivity are at the heart of everything we do. We take great pride in being recognised with the 'Investors in Diversity' award for small charities, showcasing our unwavering dedication to fostering an environment that champions fairness, respect, equality, diversity, inclusion, and engagement.

The post holder will need to demonstrate the essential criteria from the JD/Person specification within their application statement demonstrating previous experience and clear examples.

It is an exciting time to join us! We have recently achieved Quality Students' Union accreditation from the National Union of Students.

Informal conversations regarding the post are encouraged with our Student Experience Manager, Zoe Jones, ahead of application. Please email Zoe at zoe.jones@sunderland.ac.uk to arrange an informal and confidential meeting.

How to apply:

If you are interested in this role, please visit our website to view the job description for further details: www.sunderlandsu.co.uk/jobs

We are unable to provide visa sponsorship for this position

To express an interest in this role, please provide:

- A completed Application Form (available at our website: sunderlandsu.co.uk/jobs)
- A completed Equality & Diversity Monitoring Form (available at our website: sunderlandsu.co.uk/jobs)

Send your completed Application Form, Equality & Diversity Monitoring Form, to centralservices@sunderland.ac.uk by **Thursday 3 April 2025 23:59hrs.**

We are committed to ensuring our workforce reflects the diversity of the world and community we are based in. We positively encourage applications from all individuals irrespective of their gender, age, home country, ethnic background, sexuality, religious beliefs or disability, and welcome requests for flexible working.

Job title:	Communications Coordinator
Department:	Student Experience Team
Starting salary, grade:	Grade 4 (£24,932 per annum, pro rata)
Hours of work:	Full time role (37.5 Hours per week)
Responsible to:	Student Experience Manager
Responsible for:	None

Purpose of role:

Join us to shape the future of student storytelling, where your voice drives our social media and communications!

Sunderland Students' Union (Your SU) has recently completed a Democracy and Governance Review. The review has identified the need for Your SU to make a clear shift from the more traditional styles of SU democracy, facilitating instead, a community organising model. This new vision forms a key part of our incoming strategic refresh 2026-29.

Community Organising within a Students' Union context is the mobilisation of students to collectively address common issues or areas of passion e.g. catering on campus, housing crisis, environmental sustainability. It aims to foster a sense of community, belonging, and self-advocacy, both on and off campus.

Working under the supervision of the Student Experience Manager, assist the Students' Union in communicating effectively with students and other key stakeholders as well as delivering a wide range of creative marketing and PR campaigns. The post holder will coordinate several of the Union's communication channels, develop content and help ensure communication promotes engagement with our students and enhances the Your SU brand.

Accountabilities:

The key accountabilities of the post holder will be:

- Supporting implementation of the Union's Communication and Marketing strategy.
- Helping develop a strong brand identity and perception of Your SU, including increasing students' understanding of, and satisfaction with the Students' Union.
- Ensuring that students are well informed about what the Students' Union does and what activities, opportunities and services are available.
- Ensuring that the Union can clearly articulate the impact it makes on students' lives.
- Advocate for our student leaders and community organising initiatives through communications.
- Proactively communicate across the organisation and wider teams to communicate effectively.

- Have a proactive approach to the academic calendar of activities and support the Student Experience Manager to produce the desired content.
- Effectively and efficiently coordinating a number of the Union's communication channels.
- Delivering annual research campaigns to better understand our students.
- Recording and reporting on the performance of the campaigns and the social media and website.
- Support the SU in increasing visibility and awareness to our students, in turn enhancing engagement and increasing student numbers in our activities.

Responsibilities and Duties:

- To support the development of, and assist in implementing, an effective marketing and communication strategy.
- To help devise and implement marketing and sales campaigns to meet the organisation's commercial targets.
- To be responsible for the coordination of a range of communication channels, including all aspects of digital and social media.
- To help develop and deliver multimedia marketing campaigns for a range of programmes, services and campaigns.
- To support the delivery of income generating activities / campaigns.
- To actively engage students in content and delivery.
- To work collaboratively cross teams and take ownership of the Digital Content Coordinator to support the development of projects.
- To help ensure appropriate and timely internal communication throughout the organisation.
- To advocate for university events and activities, working collaboratively with their marketing team to support cross promotion.
- Proactively support all Your SU staff to schedule campaigns and activities in a timely manner.
- To update web presence as appropriate, utilising the Union Cloud system in place.
- To assist in the evaluation of the effectiveness of our communications and to recommend and deliver improvements – including reporting on digital trends and statistics.
- Ensure the ongoing development and content management of the Union's website – producing content and regularly checking and removing out of date content.
- Develop creative copy to ensure the Union website, digital and social channels are interesting and engaging.
- To coordinate all aspects of the Union's social media presence including Instagram, Facebook, TikTok and YouTube, (not to be an exhaustive list).
- Keep up to date with digital and social media trends and feed into overall communications plan.
- To support the delivery of a range of marketing campaigns on behalf of external partners.
- To support the Student Experience Manager in the delivery of agreed projects.
- To provide 1-2-1 support and advice to colleagues and student leaders in, helping them to produce strong design briefs for their marketing campaigns and materials.
- Through effective communications activity, support the engagement of members in activities, services, democratic structures, our venues and events.
- Help to ensure we are meeting all legislative and good practice requirements in terms of our marketing and communications activity, including data protection.
- Attend cross team meetings, committees and other meetings as required.
- Support our student leaders to achieve their manifesto commitments through communication channels and in person activity.
- Be enthusiastic advocates for student leadership and the organisation's values.
- To actively engage in student-facing projects and activities of all kinds as required.

- Be administratively self-supporting.
- Maintain own professional networks and promote Your SU on a local and national level.
- Undertake any other duties and responsibilities commensurate with the post.
- There will be some requirements for the post holder to work some weekends and evenings.

Person Specification:

	Essential	Desirable	Method of assessment			
			A	I	T	D
Qualifications						
Relevant degree or equivalent qualification or suitable experience	✓		✓			✓
Evidence of ongoing CPD	✓		✓			
Experience						
Experience of creating and running effective communication campaigns	✓		✓	✓	✓	
Communicating with a diverse range of people, both individuals and groups	✓		✓			
Managing relationships with a variety of stakeholders	✓		✓	✓	✓	
Experience of creating an online presence and growing followers	✓		✓			
Experience of managing social media accounts and showing knowledge in trends and enhancements		✓	✓	✓		
Skills, Knowledge & Expertise						
Ability to communicate clearly and confidently using a range of channels and using social media for marketing purposes	✓		✓	✓	✓	
Excellent time management and organisational skills including being consistent in meeting deadlines	✓		✓	✓		
Ability to establish positive work relationships, work effectively in a team as well as work independently using your own initiative	✓		✓	✓		
Understanding of building webpages and developing website content using Content Management System		✓	✓			
Strong IT skills including using Microsoft Office and a variety of digital technologies and media platforms	✓		✓			
Knowledge of current trends and development related to marketing and communications	✓		✓	✓	✓	

Ability to respond positively to challenging situations and solve problems quickly and creatively		✓	✓	✓		
Good data analysis skills	✓		✓			
Excellent attention to detail	✓		✓	✓		
Values and Behaviours						
A demonstrable commitment to our organisational 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	✓		✓			
A passion for social media and commitment to staying up to date with the latest trends and developments	✓			✓		
Ability to take constructive feedback and incorporate it into work		✓		✓		

***A = Application Form; I = Interview; T = Test; D = Documentary Evidence**

Reviewed: February 2025



Application for Employment

- Please complete all sections of the application form below.
- CVs and additional sheets will not be accepted unless specifically requested in the advert.

Note to Applicants:

The information in the personal details section of your application will not be shared with the recruiting panel at the initial assessment stage. The exception to this is where a panel member is involved in the administration of the process i.e., HR Manager. If you are invited to the next stage of the process, your name will then be shared.

APPLICATION FOR THE POST OF:	
Vacancy Title:	Communications Coordinator – March 2025

PERSONAL DETAILS			
First Name[s]		Last Name:	
Title:		Preferred Name:	
Pronouns:		Uni Email (if student):	
Address:		Personal Email:	
		Telephone - Home:	
		Telephone - Mobile:	
Post Code:		Prefer method of contact?	

QUALIFICATIONS			
Please include all relevant qualifications you currently hold and those you are working towards.			
Qualification level and subject	Grade	Place of Study	Dates from/to:

TRAINING / PROFESSIONAL MEMBERSHIPS

Please list relevant training or professional memberships,
e.g. short courses, professional bodies etc.

Course / Membership	Date	Training Provider / Professional Body

CURRENT OR MOST RECENT EMPLOYMENT or VOLUNTEER ROLE

Employer's Name & Address:	
Job/Role Title:	
Salary/Voluntary:	
Start Date:	
End Date [if relevant]:	
Notice Required / Date left:	
Reason for seeking new employment:	
Outline of main duties and responsibilities	

PREVIOUS EMPLOYMENT or VOLUNTEER ROLE

Employer:	Dates to/from:	Job/Role Title:	Brief Outline of Duties:	Reason for leaving:

Please provide a brief explanation for any gaps in your employment/volunteering history:

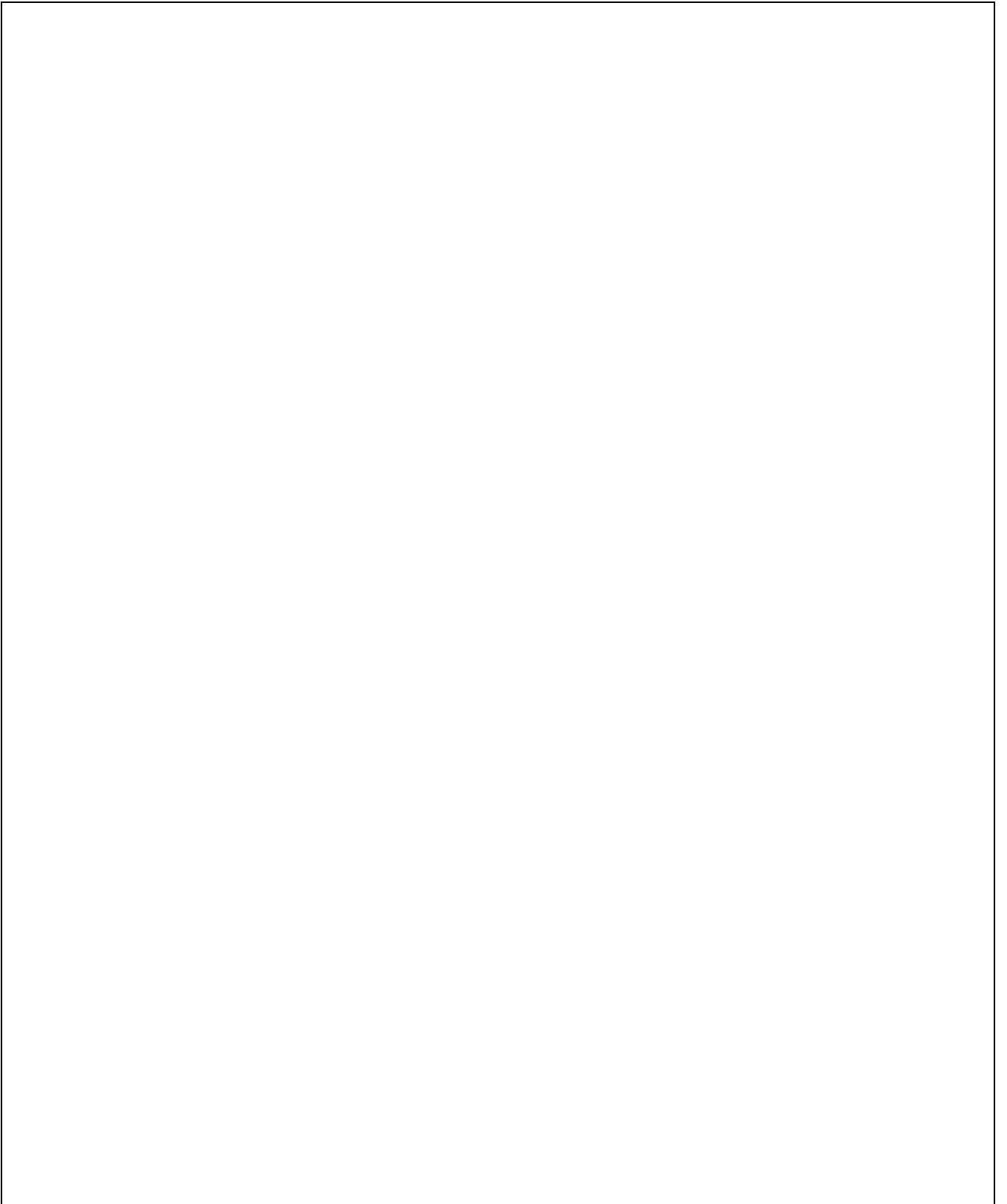
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If you have been dismissed from any employment or volunteering, please provide details:

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ASSESSMENT AGAINST ESSENTIAL AND DESIRABLE CRITERIA

- Please describe over no more than two pages how you meet the essential and desirable criteria of the person specification as outlined in the job description.
- CVs and additional sheets should not be submitted unless specifically requested in the advert.



Eligibility to Work in the UK

You must be eligible to work in the UK or meet the requirements of the Home Office Points Based Immigration scheme.

Are you an EEA / EU citizen?

Are you eligible to work in UK without restriction?

Please provide details e.g. what type of visa do you have:

What is the expiry date (mandatory, if applicable):

Criminal Convictions

Criminal convictions disclosed on this form will only be taken into account in so far as they are assessed to be relevant by USSU. Spent convictions will only be taken into account where the job is exempt from the Rehabilitation of Offenders Act 1974 (this will be stated in the job advert where relevant).

Have you ever been convicted of a criminal offence, or do you have prosecutions pending?

If YES, please provide details:

ACCESS REQUIREMENTS AND FACILITIES

Please give details of any arrangements or facilities you may require to enable you to attend an interview for the post for which you are applying (e.g. sign language interpreter, level access etc).

IF YOU ARE A STUDENT APPLYING FOR A STUDENT ROLE, PLEASE ANSWER THE FOLLOWING:

What course are you studying:

When did your course start?

When does your course end?

REFEREES

Please give details of two referees, with at least one from your most recent employer(s).

Note: we may contact any previous employer for a reference if you are successful.

Students should provide referees from your most recent educational establishment and recent employer (if applicable).

Name:		Name:	
Position:		Position:	
Address:		Address:	
Telephone:		Telephone:	
Email:		Email:	
How long have you known this referee and in what capacity?		How long have you known this referee and in what capacity?	

DATA PROTECTION ACT 1998

All personal information that you provide will be held and processed in accordance with the requirements and safeguards of the Data Protection Act 1998. Sunderland SU will use the information provided by you only for the purposes stated in the relevant section of the application form, or for anonymised statistical monitoring. Sunderland SU retains information about job applicants for 6 months. For successful candidates, application forms are retained on the personal file and information from both parts of the application form is held electronically for contractual and statistical monitoring purpose.

By submitting this form, you are actively indicating your understanding and acceptance of the following:

- To the best of your knowledge the information you have given on this form is correct and may be used as part of your contract of employment.
- You consent to the processing of your data for the purposes described in the 'Data Protection' section of this form.
- Any of the following will disqualify your application or, in the event of discovery after appointment, may result in the termination of your employment:
 - Deliberately giving false, incomplete, or misleading information.
 - Failure to disclose unspent criminal convictions within the meaning of the Rehabilitation of Offenders Act 1974.
- You will be responsible for registering with the Independent Safeguarding Authority where the job involves regulated activity within the meaning of the Safeguarding Vulnerable Groups Act 2006.