

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