



JOB DESCRIPTION

JOB TITLE:	COMMUNICATIONS COORDINATOR (0.5 FTE)
RESPONSIBLE TO:	Head of Communications & Engagement
SALARY:	AberSU Coordinator Grade
HOURS:	0.5 FTE contract to be worked flexibly in negotiation with line manager.
DATE OF WRITING:	5 th August 2020

Purpose of Role

To coordinate the AberSU portfolio of communications mechanisms, to promote high quality member and stakeholder engagement as a membership organisation.

Responsible for developing, maintaining and delivering our communications work by creating engaging content that works to enhance the relationship between students and the Union.

Working in conjunction with the rest of the communications team, you will advise Union staff and officers on how best to communicate their messages to students.

DUTIES AND RESPONSIBILITIES

1. Communications & Engagement

- To deliver a range of communications and campaigns through digital, print and face-to-face.
- To develop and collate content for AberSU's communication channels.
- To support Communications and Engagement manager in overseeing AberSU social media, scheduling relevant content in line with events and activity.
- To update the Union's website as required.
- Raise the profile of Student Officers and work closely with them to plan and deliver successful student-led campaigns.
- To produce regular communications content and delivery, for example by a weekly e-mail newsletter.
- To positively promote awareness of and engagement with AberSU activities, services and opportunities.
- To support the planning and delivery of major AberSU communications / engagement events, including Induction / Welcome, Elections, Celebrates Awards, Aber7s and Superteams.

- To support the Communications Manager with consultancy to managers, officers and departments, to aid their planning to promote engagement with the variety of AberSU activities, services and opportunities.
- To maintain adherence to brand and tone of voice guidelines.
- To champion and embed our tone of voice within the organisation.
- To uphold the principles of bilingualism, ensuring all corporate communications are translated.

2. Communications Portfolio

- To develop, maintain and make effective use of a range of communications mechanisms.
- Maintain an up to date awareness of trends and developments in digital engagement and recommend appropriate changes to the Union website, social media trends and overall communication tools.
- To be the principal coordinator of the AberSU web presence.
- To encourage and support AberSU staff, departments and Officers to make use of the web tools available to them.
- To promote two-way conversation between AberSU and our key stakeholders, primarily members.
- To reflect the needs of the AberSU portfolio of activities and services in the development of communications mechanisms.
- To work with AU staff to ensure efficiency of communications for mutual benefit as appropriate.
- To oversee analytics and provide timely and accurate reports on the performance and depth of engagement of the Union's digital channels.

3. Other Duties:

- To attend meetings, conferences and training events that may support the effective achievement of the above tasks, and which may promote AberSU's interests, locally, regionally and nationally.
- To positively promote and uphold the values and policies of AberSU.
- To be an advocate for AberSU and our work, locally, regionally and nationally as opportunities arise.
- To work within the terms of the governing documents of the Union, principally the Constitution.
- To contribute to Students' Union publications and informational materials.
- To uphold reasonable expectations regarding health and safety, data protection and other relevant regulations and legislation as appropriate.
- To assist in key Students' Union events throughout the year including Welcome Week & Elections
- Have a flexible approach to duties and work and, in particular, adopt a teamwork style with departments and activities across the Union. This may involve undertaking duties in support of the activities and services of other departments
- Environmental consideration and environmental best practice is the responsibility of all Students' Union staff
- To contribute to Union projects and participate in working groups
- To demonstrate Students' Union behaviours & standards in daily working life

Changes to Job Description

This job description may be subject to modification or amendment at any time following consultation with the post holder.

This job description is not intended to be an exhaustive list of tasks carried out by the post holder. It does, however, set out the main expectations of the Union in relation to the post holder's duties and responsibilities and the post holder may be expected to undertake alternative/additional work commensurate to the pay grade.

PERSON SPECIFICATION – COMMUNICATIONS COORDINATOR

CRITERIA	Requirement	Application	Interview Day
QUALIFICATIONS			
Good general education, typically to A level equivalent	Essential	√	
EXPERIENCE			
Experience in developing and maintaining a range of communication channels.	Essential	√	√
Experience in scheduling social media and engaging with stakeholders.	Essential	√	√
Updating website pages.	Essential	√	√
Experience in writing communications content / copy.	Essential	√	
Adhering to brand and tone of voice guidelines.	Desirable	√	√
Collecting analytics and providing reports on performance and engagement of digital channels.	Desirable	√	√
KNOWLEDGE			
IT competent with proficiency in the use of Excel and a working understanding of Microsoft Outlook and Word	Essential	√	
Navigating social media scheduling programmes and website editing systems.	Desirable	√	
Social media and digital communication trends.	Desirable	√	
ATTRIBUTES & SKILLS			
Ability to promote a positive image of AberSU	Essential	√	√
The ability to work effectively in a team and own initiative	Essential	√	√
Self-motivated with a 'can do' attitude with the ability to take the initiative to identify tasks and to prioritise own work	Essential	√	√
Friendly and approachable manner	Essential		√
Calm disposition especially under pressure and able to overcome challenges or problems in a constructive manner	Essential		√
Excellent organisation skills with the ability to work effectively to deadlines, meet targets and achieve demonstrable results	Essential	√	
Understanding and commitment to promoting equality and diversity and inclusive practices	Essential	√	√
Commitment to upholding the Students' Union values	Essential	√	√
Excellent verbal and written communication skills.	Essential	√	
Ability to communicate through the medium of Welsh	Desirable	√	√