



JOB DESCRIPTION

JOB TITLE:	COMMUNICATIONS COORDINATOR (Mat cover)
RESPONSIBLE TO:	CEO
SALARY:	AberSU Coordinator Grade
HOURS:	Full-time, annualised hours, to be worked flexibly in negotiation with line manager.
DATE OF WRITING:	16 July 2018

PURPOSE OF ROLE

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

DUTIES AND RESPONSIBILITIES

1. Communications & Engagement

- To be a primary communicator with members and stakeholders, on behalf of AberSU.
- To maintain adherence to brand and tone of voice guidelines.
- To positively promote awareness of and engagement with AberSU activities, services and opportunities.
- To uphold the principles of bilingualism, ensuring all corporate communications are translated in duplicate.
- To support AberSU research activities, ensuring effective involvement of stakeholders and coordination of planned activities.
- To support the planning and delivery of major AberSU communications/engagement events including induction/Welcome, Elections, Teaching awards, Aber7's and Super Teams.

- To produce regular communications content and delivery, for example by a weekly newsletter.
- To support the content creation of formal reports such as the impact report.
- To assist with the design and distribution of communications materials.

2. Communications Portfolio

- To develop, maintain and make effective use of a range of communications mechanisms.
- To research and keep abreast of new communications tools and resources, particularly as technology and social trends develop.
- To advise management of new and developing social trends and technology to inform communications planning and investment.
- To be the principle coordinator of the AberSU web presence, including being the resident expert on functionality.
- To engage with external suppliers of communications tools, such as NUS, MSL etc. to ensure AberSU receives good value for money and is abreast of recent developments.
- To encourage and support AberSU staff, departments and Officers to make use of the web tools available to them.
- To develop a portfolio of digital and social media communication routes to stakeholders.
- 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 develop communications planning tools and systems to aid AberSU's communications planning and effective delivery.
- To work with AU staff to ensure efficiency of communications for mutual benefit as appropriate.
- To monitor, evaluate and report user data, such as social media followings, and depth of engagement.
- To propose and in due course implement new methods to enhance communications penetration and impact.

3. Consultancy & Support

- To provide communications consultancy to managers, officers and departments, to aid their planning to promote engagement with the variety of AberSU activities, services and opportunities.
- To advise and support managers, officers and staff in the development of effective communications campaigns, to achieve their objectives.
- To direct student staff/volunteer helpers on matters of communications as recruited and required.
- To encourage managers, officers and staff to consider alternative communications mechanisms, including physical promotion outside of the SU building.

- To support the AberSU Officers in their consultation activities to understand key student issues of the day, and to respond to students with progress and achievements.
- To support managers to understand and make use of the technological tools available and of value to their areas, particularly through the website.

4. 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.