



JOB DESCRIPTION

JOB TITLE: **MEDIA SALES & EVENTS COORDINATOR**

RESPONSIBLE TO: Head of Communications & Engagement

SALARY: AberSU Coordinator Grade

HOURS: Part-time: 18 hours a week

DATE OF WRITING: 17th May 2022

Purpose of Role

To co-ordinate and drive sales revenue by working alongside our external media sales partner, Native. Driving sales in media and sponsorship opportunities aimed at our student members, through our Students' Union publications or online channels, on-site exhibition activity and sponsorship of activities and events.

To provide relevant and valuable opportunities for students to engage with local, regional and national service providers, generating income and building positive relationships for AberSU.

DUTIES AND RESPONSIBILITIES

1. Engagement Events

- Working with relevant staff and officers, be the AberSU lead for the organisation of annually recurring large-scale general engagement events, such as welcome/freshers fairs, refreshers fairs, sports and societies fairs.
- To support the planning and delivery for other AberSU events, such as Aber7's, Super Teams and AberSU Celebrates Awards.
- Working with relevant staff and officers, to be the Communications & Engagement staff link for the effective communications planning and delivery for such events.
- To develop a network of partners and contacts to efficiently and effectively support the arrangement of key events.
- To record, monitor and evaluate the value and impact of these events, reporting to management with suggestions for improvements.
- To ensure facilities and resources are booked and planned appropriately for the effective running of these events.

2. Income Generation

- Co-ordinate alongside Native to identify external marketing opportunities arising from the organisation of large scale events and the general operation of the SU and its portfolio of activities.
- Working with Native to effectively market the sales opportunities to local and national clients – generating surplus to re-invest in Students' Union activity.
- Assisting Native to prepare, promote and distribute a media pack detailing relevant and valuable sales opportunities for clients.
- To develop positive, mutually valuable relationships with partners and clients, particularly in the local area, always seeking to establish client value as well as value for AberSU.
- To assist Native to generate leads for sales from local and national knowledge and engagement activities.
- To consider and promote valuable sponsorship opportunities for AberSU and student groups, campaigns and projects to bring resource into the AberSU community and to support the breadth of activities and services.
- To convert leads into sales opportunities.
- To meet annual budget targets for sales generation.
- To never compromise the AberSU values to access income.

3. Communications Support

- To be a proactive member of the Communications and Engagement Team, lending support, advice and expertise to communications planning and delivery.
- To support staff and Officers with the promotion of their events, activities and services, and impacts for members.
- To support the creation of formal and recurring reports such as the impact report.

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.

PERSON SPECIFICATION – MEDIA SALES & EVENTS COORDINATOR

| CRITERIA | Requirement | Application | Interview Day |
|--|-------------|-------------|---------------|
| QUALIFICATIONS | | | |
| Good general education, typically to A level equivalent | Essential | √ | |
| EXPERIENCE | | | |
| A track record of forging successful partnerships with a range of customers, clients, internal and external stakeholders | Essential | √ | √ |
| Experience in income generating, sponsorship or sales | Essential | √ | √ |
| Experience in planning and running large scale events | Essential | √ | √ |
| Ability to manage budgets and other resources effectively | Essential | √ | |
| Experience in promotion or marketing | Desirable | √ | √ |
| Experience of basic administration, organisation or clerical duties and office procedures | Desirable | √ | √ |
| Project management experience | Desirable | √ | |
| KNOWLEDGE | | | |
| IT competent with proficiency in the use of Excel and a working understanding of Microsoft Outlook and Word | Essential | √ | |
| A knowledge of administrative systems and databases | Desirable | √ | |
| Knowledge of health and safety planning requirements in relation to large scale events. | 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 | √ | √ |