

JOB DESCRIPTION	
Job title:	Marketing & Communications Officer
Reports to:	Marketing & PR Manager
Department:	Marketing & Communications
Direct Reports:	On Campus distribution team
Indirect Reports:	None
Revision Date:	October 2018
Job Purpose and General Dimensions	
<p>The Students' Association's Marketing and Communications team works to increase engagement with, and sales of, the Association's activities (both on and offline) through the creation and delivery of appropriate, effective communications, marketing campaigns and initiatives.</p> <p>The Marketing & Communications Officer is responsible for delivering key on and offline promotions for the Students' Association's commercial activity (primarily delivered in our four venues), which includes retail outlets, conferencing facilities, bars, cafes and performance venues, and a large entertainment and events programme - which ranges from music festivals to comedy nights and weekly club nights (like the iconic Big Cheese).</p> <p>The role demands creative flair and up-to-date knowledge of current promotions trends on and offline for club nights, live entertainment and food & drink (including bars). In addition, a professional approach to process, deadlines and internal client support is required.</p> <p>The Commercial Marketing and Communications Officer is required to produce fast and accurate work, undertaken with a keen eye for detail, and work on multiple projects simultaneously.</p> <p>This is an exciting opportunity for a motivated individual looking for a rewarding hands-on marketing role. The position will require a flexible approach to working events, which may include weekend and evenings.</p>	
Main Duties and Responsibilities	

Main Duties

- Developing and delivering impactful online (e.g. web, email, listings & social media) and offline (e.g. hand to hand and posters) promotions for club nights, live entertainment and food & drink offers
- Monitoring the impact of the promotions undertaken; by target setting, tracking and analysing all engagement data available (e.g. sales figures, digital engagement and feedback)
- Management of the promotion for our Welcome Week events – over 400 events during 10 days for new students in September
- Managing project budgets for promotions (as allocated)
- Attending commercial events (e.g. band nights, ceilidhs and bar events)
- Initiating and developing relationships with key stakeholders including internal clients and various suppliers and project partners

Staff management, development and support:

- Recruit, train and manage the *On Campus* distribution team on a regular and ongoing basis; ensuring agreed targets and standards are met

Communication:

- Ensure that the Marketing and PR Manager is appraised on a regular basis on all aspects of your work
- Ensure collaboration with marketing and commercial colleagues
- Ensure that commercial colleagues have up to date info on promotion delivery
- Take an active role in regular department meetings and schedule one-to-one meetings where appropriate
- Provide written or verbal reports to management when required

Key Relationships

- Line Manager – Marketing and PR Manager
- Marketing & Communications team members (including the Design, Digital and On Campus teams)
- Commercial team colleagues
- Other departments/staff as per the projects dictate
- Sabbatical Officers
- Students
- External Stakeholders as per the projects dictate



Other shared responsibilities/expectations:

- The Students' Association's overall vision is that *'all students at Edinburgh should have the power to shape their own future and enjoy a vibrant and cohesive student community where everyone is valued and respected'*. Our staff have an essential part to play in achieving this vision. Every staff member at the Students' Association, wherever they work, has the same responsibility.
- A commitment to the delivery of the Students' Association's Strategic Plan through the implementation of departmental plan activities
- A positive and respectful attitude to all Students' Association staff, its management, the organisation as a whole, and its members, clients and partners
- To ensure that every student, staff member or visitor using any of our services has the best possible experience of that service and of the Students' Association as an organisation.
- Adhere to and support Students' Association's Ethical, Environmental and Health and Safety policies and procedures
- A commitment to training and development of self and others
- Any other appropriate duties as reasonably required by your line manager, Departmental manager or Senior Management

PERSON SPECIFICATION		
Job title:	Marketing & Communications Officer	
Person Summary		
<p>An enthusiastic, confident, creative and approachable marketer with demonstrable experience of developing and delivering promotions for paid for services and products in a fast paced environment.</p> <p>A person with high expectations of themselves and others, with a passion for detail and the ability to complete projects on time, to a high standard.</p>		
Required Experience	Essential	Desirable
Experience in a marketing and communications role (minimum 2 years)	X	
Experience of working with the Microsoft Office suite	X	
Experience of managing social media channels (Facebook, Twitter, Instagram, Snapchat, YouTube) for an organisation	X	
Experience of delivering effective offline promotions (posters, hand to hand flyering/ engagement etc)	X	
Experience of working to a client's brief (i.e. delivering promotions based on defined requirements and targets)	X	
Experience and knowledge of commissioning creative design work for digital and print	X	
Experience of working with website content management systems	X	
Experience of working with email marketing systems	X	
Experience of budget setting and management		X
Experience of creating photos or videos for marketing purposes		X
Experience of working with the Adobe suite (Photoshop and InDesign)		X
Functional Skills and Proficiency	Essential	Desirable
Strong organisational and administrative skills and the ability to prioritise and meet tight deadlines	X	
Skilled use of Microsoft Office software including Powerpoint, Excel, Word and Outlook	X	
Ability to work on multiple projects simultaneously whilst ensuring attention to detail	X	
A strong understanding of how to create promotions for a range of target audiences	X	
Proven ability to work within brand guidelines	X	
Strong creative thinking and problem solving skills	X	
Excellent copywriting, copy editing and proofreading skills	X	
Training and Qualifications	Essential	Desirable

Educated to degree level or equivalent	X	
Qualification in marketing, communications or PR		X
Shared Competencies		
<p>The Students' Association's competency framework describes the key behaviors you are expected to demonstrate in this role. The main facets for each of these competencies are described below. Within the competency structure, this is a <i>Level 3 with line management</i> position</p>		
Customer Focus	<p>Understands the needs of our customers, and actively seeks ways to improve service delivery Collects customer feedback and ensures it is acted upon</p>	
Delivering Results	<p>Understands what is expected of them and reviews and adapts personal objectives to deal with changing priorities Strives for continuous improvement in their own personal performance</p>	
Initiative & Creativity	<p>Actively embraces new ideas and ways of working, and seeks opportunities to develop both short and long term improvements Encourages others to think about fresh ideas /approaches</p>	
Leading and Developing Teams	<p>Provides staff members with guidance and support, as well as challenge and constructive feedback. Facilitates the team development, encouraging a positive learning environment in which staff can improve and develop.</p>	
Communicating Effectively	<p>Communicates effectively, and in an appropriate way for the audience. Shares own expertise effectively, and actively seeks the views of others</p>	
Teamworking	<p>Involves others to ensure that diverse views, experiences and ways of working are encouraged. Takes time to support others, and to help them develop their skills</p>	
Shared Values		
<p>Our core values are the most important way in which we define who we are. They guide our strategy, inform our everyday decisions and influence our behaviour, both as an organisation and as individuals representing the Students' Association.</p> <ul style="list-style-type: none"> • Students first • Home from Home • A place for all • Power to change 		