

Communications and Digital Coordinator Recruitment Pack



Presidents Welcome

Ismail Ali Nizami



We are delighted you are considering the role of Communications and Digital Coordinator with the Students' Union of the University of the West of Scotland.

This is a very exciting time to join our Students' Union as we prepare to significantly expand the range of digital opportunities to communicate and engage with our members across all five of the University campuses in Paisley, Ayr, Lanarkshire, Dumfries and London. This post will be essential in bringing to life all aspects of the work we do to support students and ensure they have an excellent student experience.

If you are passionate about advancing and supporting the development of creative, engaging and dynamic methods of digital communication then this is the job for you!

A key value of our Students' Union is promoting *Equality and Diversity - Advancing equality and breaking down barriers in all that we do*. Applications from individuals are encouraged regardless of their race, gender / gender identify, sexual orientation, religion, age, disability status or any other diversity. We are happy to discuss any reasonable adjustments people may require in the recruitment process, on commencement, or once in the post.

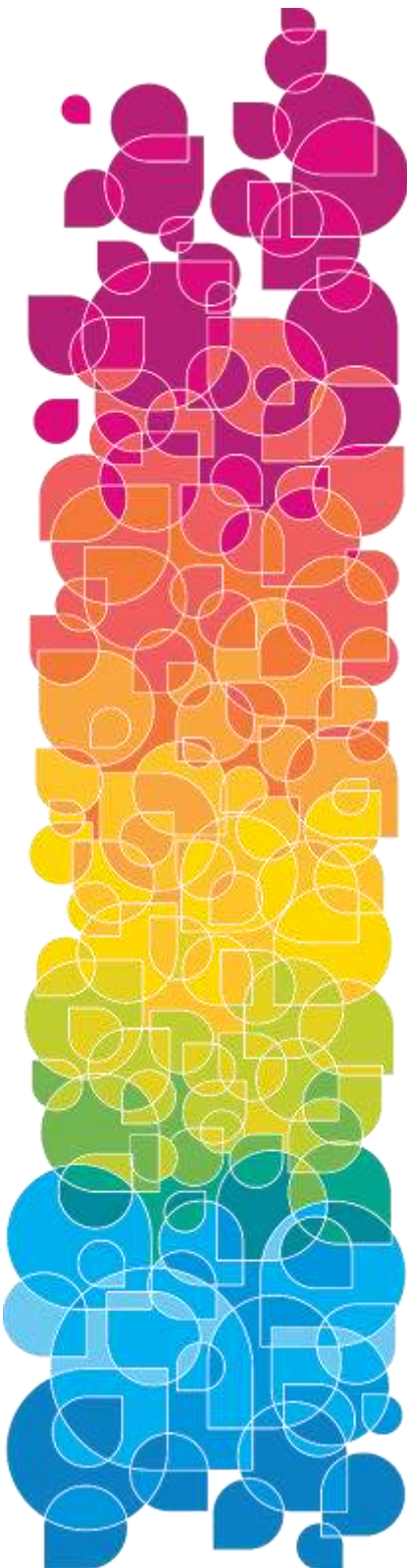
This pack is designed to give you all the information you'll need about the role, our Students' Union and the benefits to working with us. We have also provided guidance on completing the application form, giving you the best opportunity for being shortlisted for interview.

If you would like to apply for the post please complete the Application Form and the Diversity Monitoring Form and email them to unionadmin@uws.ac.uk. **Please do not send a CV as it will not be considered.**

Closing date for applications is Thursday 16th July at 3pm. Interviews are expected to be held via Zoom on Monday 27th July 2020.

Please note, all applications and relevant recruitment documents will be held confidentially and destroyed 6 months after the closing date, apart from documents relating to the successful applicant.

We look forward to receiving your completed application.





About our Students' Union

We have been supporting and representing students since 1971. Of course things have changed a lot over the years as the University of the West of Scotland has expanded and grown. We work across five campuses, including Paisley (where our main Student Union building is located), Ayr, Lanarkshire, Dumfries and London.

Our Values

Our staff and students agreed to and work within the values of our Union – it underpins our behaviour and approach to all that we do.

Welcoming

Always friendly and supportive, providing opportunities to meet new people, learn new skills and have fun

Innovative

We are an ambitious union and are unafraid to try new ways of working to ensure students receive best services and university experience

Student Led

We are led by students, for students and ensure that student voices are at the heart of everything we do

Equality and Diversity

Advancing equality and breaking down barriers in all that we do

A Winning Team



Student Union of the Year 2019-20

19,900

Total UWS No. of Students

47

No. of Student Societies

64%

Satisfaction Rate
(up from 45% in 2016)

462

No. of hardship grants issued



About the Role

The Communications and Digital Coordinator will be directly responsible for developing, maintaining and delivering our digital communications work by creating engaging content that works to enhance the relationship between students and the Union. The post holder will oversee the Union's social media platforms and digital engagement channels, with a focus on visual, creative and engaging content. You will develop and deliver our digital communication and marketing strategy.

Forging positive working relationships with partners at UWS, our members, other Student Unions, NUS, local and national businesses, the local community and other organisations will be essential to the success of this role.

"I think the SU, is fab, the things they do for mental health and for students, who maybe even feel isolated is incredible. And I highly respect everyone who puts so much effort in"

Student Survey 2020

What we offer

- Permanent Contract
- Starting salary of £21,814 (pro rata)
- 23 Days annual leave plus public holidays and 2 weeks holidays in Dec / Jan
- Flexible working
- Commitment to supporting your Continuing Professional Development
- Good working environment, excellent colleagues with lots of opportunities to try new ways of working



Guidance on completing your application

As part of our commitment to equal opportunities, candidates for each post are treated equally. We remove all identifying personal information before any applications are passed on to the shortlisting panel. It is **very** important that your completed form contains both the information we want about your skills and experience and the information you want to give us.

Question 6 (Meeting the Person Specification) asks you to note down your general experience using no more than 2 A4 sides of paper and is the most important part of your application. **This is your chance to explain why you are suitable for the job.** It is not enough to say you have the experience – you must demonstrate experience and skills with specific examples. You must demonstrate that you meet **all** of the essential criteria.

Please include any relevant experience which may include current or previous employers, but can also be from voluntary work you have undertaken.

The shortlisting panel will be assessing a large number of application forms so make sure your application is well laid out. Avoid using ALL CAPS as it is difficult to read.

Should you need to use an additional sheet of paper, please indicate the name of the post and the relevant section of the application form on the top of the sheet. **Do not send your CV as it will not be considered.**

References are normally taken up for the short-listed applicants before interview. If you do not wish for one or both references to be taken up at that point please indicate on the relevant page. It is our policy not to make an unconditional job offer without taking up references.

Good Luck!

JOB DESCRIPTION



| | |
|--|--|
| Job Title: | Communications and Digital Coordinator |
| Location: | Paisley / Ayr / South Lanarkshire (to be negotiated) |
| Salary: | UWS Grade 15 £21,814 pro rata |
| Hours of Work: | 21 hours a week, including occasional evening and weekend work |
| Type of Contract | Permanent |
| Reports to: | Chief Executive |
| Purpose of Role | |
| <p>The Communications and Digital Coordinator will be directly responsible for developing, maintaining and delivering our digital communications work by creating engaging content that works to enhance the relationship between students and the Union. The post holder will oversee the Union's social media platforms and digital engagement channels, with a focus on visual, creative and engaging content. You will develop and deliver our digital communication and marketing strategy.</p> <p>Forging positive working relationships with partners at UWS, our members, other Student Unions, NUS, local and national businesses, the local community and other organisations will be essential to the success of this role.</p> | |
| Key Responsibilities: | |
| <p>Core Duties</p> <ul style="list-style-type: none">• Develop and collate content for the Union's digital channels focussing on effective, visual and engaging content• Oversee all Union social media, scheduling relevant content in line with the Unions marketing strategy• Produce exciting social media/digital campaigns• Support the development of digital platforms that facilitate and encourage online student engagement• Oversee analytics and provide timely and accurate reports on the performance of the Union's digital channels• Deliver the marketing strategy including collating content for the website, emails and print• Ensure all design requests follow the branding and digital communications policies• Liaise with our student societies and groups for support and information where applicable• Copy write for one off publications such as Freshers information packs and reports• Produce and maintain campaign schedules for all communications, including any budgetary considerations and reporting (to include key events such as Freshers, Elections, Awards)• Capture and promote all activity associated with the Union across both Commercial and student facing teams• Maintain awareness of events and information from our key partners and lend support in promotion and sharing | |

- Work alongside University partners to review how data is captured and used to better inform Union and University decision-making
- Maintain an up to date awareness of trends and developments in digital engagement and recommend appropriate changes to the Union website, social media presence and overall digital offer

Teamwork

- Contribute to the development of our Vision and Strategy
- Work collaboratively to ensure there is a spirit of collaborative working between teams, staff and students
- Line manage student staff and interns as required

Other

- To live and work to our values of being welcoming, inclusive, supportive and engaging
- Carrying out appropriate tasks as necessary or as directed by Union Manager or other appropriate staff
- Stay student focused and nurture an excellent student experience
- Evening and weekend work when required
- Attend meetings, training and conferences where necessary or on the direction of the Chief Executive
- Work within the policies and procedures of the Union
- Any reasonable requests

Person Specification

| Qualifications / Training / Continuous Professional Development | Essential or Desirable |
|---|------------------------|
| 1. Good general education, typically to the Higher / A level equivalent | E |
| 2. Relevant Degree / HE Qualification | E |
| 3. Strong Evidence of a commitment to continuous professional development, through attendance at training, conferences and self-learning. | E |
| Knowledge and Experience | |
| 4. Significant experience of social network management tools and digital engagement platforms (e.g. Hootsuite, Zoom, Buffer, Teams, YouTube etc.) | E |
| 5. Experience of copyrighting to a high level | E |
| 6. Experience of working in a communications, digital engagement, marketing or sales role | E |
| 7. Knowledge of Web Content Management Systems | E |
| 8. Knowledge of trends in social media, digital engagement platforms and content marketing | E |
| 9. Good working knowledge of industry standard design packages (e.g. Adobe InDesign, Illustrator, Photoshop, video editing software) | E |
| 10. Experience of using analytics and SEO to inform digital content | E |
| 11. Knowledge of GDPR | D |
| Skills | |
| 12. Strong analytical and data analysis skills | E |
| 13. Ability to work independently | E |
| 14. Exceptional organisation, presentation and communication skills with an attention to detail | E |
| 15. Ability to work with people at all levels | E |
| 16. Able to work under pressure and meet strict deadlines | E |
| 17. Enthusiasm for new opportunities presented by digital engagement platforms, social media and content creation | E |
| Personal Qualities | |
| 18. Desire to work within a democratic student led environment | E |
| 19. Understanding of commitment to equality of opportunity | E |
| 20. Reliable and trustworthy | E |
| 21. Team focussed | E |
| 22. An excellent communicator with the ability to forge strong client relationships | E |
| 23. Self-motivated and enthusiastic | E |
| 24. Fun and approachable | E |



The Students' Union
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Email: unionadmin@uws.ac.uk

www.uwsunion.org.uk



uwsstudents