

GSA Students' Association

*Glasgow School of Art Students' Association
20 Scott Street
Glasgow
G36PE*

Scottish Charitable Incorporated Organisation No. 44061

Post Communications and Digital Engagement Coordinator

Hours 0.6 FTE – 22.5 Hours

Salary £ 24,500 pro rata

Department GSA Students' Association SCIO

Reporting to Executive Manager

Background to the Post

Welcome from the Glasgow School of Art Students' Association (the Association) and thank you for registering an interest in the post of Communications and Digital Engagement Officer.

The Association is recruiting a new Communications and Digital Engagement Co-ordinator to lead on the development and implementation of a communications and digital strategy for the organisation.

The role will entail utilising Hootsuite to manage our communications channels and existing digital platforms (i.e. Instagram, LinkedIn, etc.). In addition, there is scope to further develop the Association's use of online learning tools and maintain and grow a fit-for-purpose website for the Association using our existing provider (UnionCloud a CMS based website).

Background to the Association

We are a registered Scottish Charity and independent Students' Association which supports and promotes the interests of its student members while studying at Glasgow School of Art (GSA).

The Association is also committed to widening access to education and the arts. We believe in offering space and support to a range of artists regardless of their resources or experience. We are particularly committed to offering opportunities to our student members.

We want everyone to feel welcome in every activity and service we provide and have an ongoing and self-critical commitment to accessibility, safer spaces and active opposition to all forms of discrimination.

Our Charitable Objectives, contained in our Constitution and Rules, are:-

- To promote the welfare and interests of all our members
- To provide a forum for opinions, an active social space, a network for creative development and a venue for entertainment
- To support the opinions, interests and activities of our members
- To improve services for and in support of our members

How we do this

Our charity is overseen by a Board of Trustees comprising student representatives and some externally recruited people who provide extra skills and support. Each year we receive a Block Grant from GSA which is used to support all our activities including employing staff,

financing sabbatical posts and supporting exhibitions, societies, projects and events.

Our programme and much of the use of our funding is overseen by the Student Representative Council (SRC) which is an integral part of the Association structure. The SRC also comprises a Programming Committee, a Funding Committee and a Societies Committee. Our two annually elected sabbatical posts – the Student President and the Events Convenor chair these committees with support from our Student Engagement Team which comprises this post and two others. While this is our current SRC structure, this is being redeveloped by our newly re-elected President which gives opportunity to support a creative communications campaign around these changes.

The SRC also functions as an independent student representative body at GSA and campaigns and supports student initiatives as well as being a forum for debate. The SRC is appointed through the Class Representative system and also from members at the Association AGM.

Our Values

We have core values which guide all of our working practices and these are :

Respectfulness
Supporting
Rewarding
Progressive
Student Led

Communications and Digital Engagement Coordinator – Job Description

We are looking for someone who is proactive, enthusiastic and friendly, with a background in organizing events and programmes, and experience of community development.

The main tasks are:-

Enhancing Student Representation

- Work on an ongoing basis to review and improve all online and digital content with respect to the Association's representational systems, ensuring that content is accurate, engaging and succinct
- Ensure that student representative groups such as The SRC and Student Societies have visible and up-to-date information about their activities and events, and to support these students to manage and develop their online spaces, and communications and marketing approaches.
- Support Sabbatical Officers and the SRC in the development of online evaluation and evidencegathering projects such as student surveys
- Manage the further development and maintenance of a fit for purpose CMS based website for the Association which contains useful information and engaging content about the Association and its work for current and prospective students of GSA and members of the public
- Be responsible for managing and developing content for the Association's digital platforms including its website,

newsletter, social media channels and CANVAS (virtual learning environment) pages

- Work with other staff in the Student Engagement Team, to support the sabbatical officers in the administration and facilitation of the Student Representative Council (SRC) and work with them to develop policy and procedure around the approval and publishing of minutes.
- Work together with other staff, to assist in the annual Association election activities, particularly around marketing and communication of elections and election activities
- To design, deliver and evaluate training sessions for Sabbatical Officers, Student Representatives and other groups of students at GSA.

Research and Policy Development

- Manage the development of social media and digital policies and practices for Association Staff, Officers and student representatives and other student volunteers such as members of Student Societies
- Encourage and sustain systematic consideration of the diversity, equality and inclusion dimensions of the Association's activities and provision, ensuring that these concerns are incorporated into the Association's approach to social media and digital engagement.
- Conduct research into higher education, student union, creative and voluntary sector, particularly with respect to digital engagement, marketing and communications practices,

and incorporate relevant learning and development into Association policy and procedures

- Develop documentation, recording and digital archiving policies and procedures, and develop the Association's approach to the documentation and archiving of its work and events

Supporting Student Initiatives

- Develop the Association's approach to digital engagement and learning, developing its approach to the use of CANVAS, Padlet and the Virtual Classroom, working with officers, staff and students to ensure that they have a good understanding of these tools and can incorporate them into their work.
- Be responsible for ensuring that the Association website is kept up to date, and to create engaging and informative content. Co-ordinate the maintenance of the Association GSA website and Social Media sites to ensure regular and meaningful communication with the membership
- Co-ordinate and be the point of contact for our fortnightly student newsletter, ensuring that student-led activities are well publicized and marketed to the wider student body
- Work with Sabbatical Officers and staff, to develop and produce online programmes and digital events and projects focused on student wellbeing and personal and professional development
- Work closely with Student Engagement Coordinators and the Executive Manager to manage and administer the budget, producing reports and proposals as required

- Develop initiatives that foster positive relationships between GSASA and the local Garnethill community
- In collaboration with the Student Engagement Team, Executive Manager and Sabbatical Officers, to support the delivery of key annual events in the Association such as the Freshers Week Programme or Degree Show Celebrations.

General Duties

- Carry out any other appropriate duties which may be considered necessary by line management
- Demonstrate a commitment to continuing professional development and to keep abreast of changes and developments in the field of your employment.
- Portray the Association in a positive and approachable manner at all times.

Relationships

Internal: Sabbatical Officers; Student Engagement Team and Executive Manager; Student Representative Council; Student Societies and Student Representatives; GSASA SCIO Board of Trustees

External: GSA Staff; Student Support Services; GSA Senior Leadership Group; Student Participation in Quality Scotland (SPARQs); local community organisations including the Community Council; GSASA Partners.

Person Specification – Experience

Characteristic	Description	Essential	Desirable
Education	Qualifications	Degree Level	IT qualification
Ongoing Training and Development	Evidence of relevant and recent Digital Platform and Media Training	Demonstrable commitment to continuing Professional Development	
Experience	Experience of developing engaging online content and material including websites, social media	Taking new ideas and enhancing established initiatives from inception to evaluation	
	Working effectively as part of a team and using initiative	Ability to empower, coach and motivate others to achieve their goals and potential	
	Community engagement activities and programming and organizing events programmes	Track record of working with communities and gaining respect and trust in joint working.	Experience of working with and empowering students or young people
	Experience of developing approaches to the use of digital tools and platforms within a project or organisation	Experience of building and/or maintaining organisation websites	Within Students' Association or the voluntary sector

Person Specification – Knowledge and Skills

Characteristic	Description	Essential	Desirable
Effective Communicator	Interpersonal and communication skills	High degree of tact and diplomacy	Ability to speak with enthusiasm and clarity to different audiences
	Report writing and making presentations	Ability to write clear, concise reports in a number of media	Experience of minute taking for formal meetings
IT	Confidence and proficiency in website and social media development with a basic knowledge of coding eg. HTML and CSS.	Excellent administration skills, and strong competence in Microsoft Office and use of technology for home working	
Knowledge	Statutory and Legal Obligations	Aware of information security best practice and data protection principles.	Knowledge of Higher Education legislation and legal requirements
	Students' Associations	Understanding of issues affecting Students' Associations	Understanding of issues affecting students in Higher Education and/or Arts Education
Skills	Flexible, innovative	Ability to work	Ability to build

	worker Commitment to excellent service delivery and continuous improvement	under pressure, managing competing priorities and projects at the same time	and sustain partnerships and wider networks (internal and external)
Diversity	Demonstrate commitment to equality and diversity	Ability to implement this knowledge into your working practices and lead by example.	
Fit with the Art School and its students	Desire to work within a democratic student led environment	Desire to work within an organisation with a diverse membership	Knowledge and enthusiasm for the arts and creative practices

Application Process:

If you believe you fit the bill for the post and want to apply, please complete the appended application form (CV's will NOT be accepted). Upon receipt of your application, a link to our diversity monitoring online form will be sent and which can be anonymously completed (to ensure we have attracted a wide range of great candidates from all backgrounds).

Please send completed applications to our Executive Manager, Mike Kurtyka (m.kurtyka@gsa.ac.uk) by midnight on Tuesday 31st May.

We will let you know as soon as possible whether you have been selected for interview by Zoom and the composition of the interview panel. Interviews are anticipated between the 6-19th June.

Thank you for considering a job at GSA Students' Association