

JOB DESCRIPTION	
Job Title:	Communications & PR Manager
Reports To:	Director of Marketing & Communications
Department/Directorate:	Marketing & Communications
Direct/Indirect Reports:	N/A
Salary Band:	D
Revisions Date:	August 2026
About Us	
Edinburgh University Students' Association is an award-winning organisation, which exists to provide diverse services, representation, and welfare support to the community of over 49,500 students at the University of Edinburgh. By providing opportunities, helping to create change and offering support, we're here to help students get the most out of their time in Edinburgh. We have five venues around the University of Edinburgh campus – Teviot, King's Buildings House, Potterrow, the Pleasance and Edinburgh College of Art's Wee Red Bar – which house our offices, cafés, bars, clubs, spaces for students to meet, study and socialise. These spaces transform into some of the most well-loved Edinburgh Festival Fringe venues throughout the month of August each year. We are a registered charity and all of the income we generate from our commercial activity goes back in to supporting our members. We're also an organisation with a strategic commitment to support and empower all our staff and have some exciting plans for the future. There's never been a better time to apply and join our organisation. We are an equal opportunities employer and we welcome applications from all suitably qualified persons. Edinburgh University Students' Association is committed to promoting equal opportunities in employment and encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination.	
Our Purpose	
To enhance student life at the University of Edinburgh by providing representation, services, activities and support.	
Our Ambition	
By 2031, we will be a high performing students' union, valued by our members, delivering outstanding support and services for a vibrant, well-rounded time at University. In doing so we aim to ensure every student feels connected, heard and able to make the most of their unique Edinburgh experience.	
Our Values	
Our Values make a fundamental difference in delivering our purpose by driving success and achieving the vision as a collective responsibility. They help to motivate, inspire dedication, and elevate a sense of pride in working for the Association. These values are at the heart of how we work, and determine the behaviours that we demonstrate in our daily activities: • Collaboration & Teamwork • Support & Inclusion • Recognition & Respect • Transparency & Trust • Growth & Development	

Strategic Purpose of the Role

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 effective communications, marketing campaigns and initiatives.

Reporting to the Director of Marketing & Communications, the Communications & PR Manager has responsibility for all internal communications and external press & PR activity for the organisation's varied activities. These span representation and activism, student activities, awareness and behavioural change campaigns, and commercial activity (e.g. events, retail and hospitality).

The role demands a solid understanding of, communications principles, creative flair, and a professional approach to process and deadlines.

The post holder must build and maintain positive relationships with many stakeholders, including colleagues, student members, the media and partner organisations.

The Communications & PR Manager is required to produce fast and accurate work, undertaken with a keen eye for detail, and work on multiple projects simultaneously.

Main Duties and Responsibilities

- Responsibility for developing and delivering innovative and proactive PR campaigns, in collaboration with colleagues, which are strategically created to meet the organisation and project's objectives (including industry awards applications).
- Ensuring productive relationships with the University, mainstream, industry and student media, project partners and others.
- Writing press releases and designing and creating press packs.
- Monitoring and reporting on PR activity featuring, or relevant to, the Students' Association.
- Responsibility for supporting the Sabbatical Officers (as the organisation's spokespeople) with Press enquiries.
- Responsibility for implementing and reviewing the organisation's Internal Communications Strategy.
- Ownership of the staff Intranet and staff newsletters, and any additional staff communications channels.
- Supporting the Senior Management Team and Head of Departments with strategic staff communications.
- Supporting the Festivals Manager on delivery of stakeholder engagement communications and activity.
- Contributing to departmental plans and budgets.
- Providing guidance and training for other Students' Association staff members and students on communications practices, as required.
- Support marketing colleagues.

Communication:

- Ensure that the Director of Marketing and Communications is appraised on a regular basis on all aspects of your work.
- Ensure relevant colleagues are kept up to date with communications activity.
- 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.
- Ensure regular communication with key media contacts to build and maintain relationships.

Standards and Service:

- Ensure the Students' Association's values are prevalent in your attitude and approach to all work, in word and deed.
- Ensuring that all on and offline marketing and communications are produced to the highest - fit for purpose - standards and are engaging, relevant and targeted.

- Ensuring the Students' Association's brands are maintained, developed and utilised to the benefit of the organisation at all time.

Other:

- The Student Association's new strategic strategy was approved in 2026. The office holder will be key to delivering a comprehensive communications strategy that supports the 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.
- 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 in delivering our strategic purpose and priorities.

Key Relationships

- Director of Marketing and Communications (line manager)
- Marketing and Communications team members
- Internal clients from across the organisation
- Sabbatical Officers
- Mainstream and student media
- University staff
- External creatives and suppliers

PERSON SPECIFICATION		
Job Title:	Communications & PR Manager	
Person Summary		
A skilled communicator – both in person and in writing. A creative and approachable professional, with demonstrable experience of undertaking PR activity for a fast-paced organisation.		
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.		
Knowledge & Skills (What they know and what they can do)	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 firm grasp of communication principles	X	
A strong understanding of how to create targeted communications for a range of target audiences	X	
Ability to communicate ideas and viewpoints clearly, concisely and non-confrontationally in person and in writing	X	
Strong creative thinking and problem-solving skills	X	
Clear understanding of how to utilise web, social, email and other digital channels for marketing and communications	X	
Excellent copywriting, copy editing and proofreading skills	X	
Experience of implementing communications strategies		X
A creative flare and ability to create marketing materials to support communications and PR activities		X
Qualifications	Essential	Desirable
Educated to degree level or equivalent	X	
Qualification in marketing, communications or PR		X
Experience (What they have done)	Essential	Desirable
Experience in a communications role (minimum 2 years)	X	
Experience of writing and distributing press releases and of responding to press enquiries	X	
Experience of securing positive PR for an organisation	X	
Experience of managing e-communications and offline communications to staff, members or customers	X	
Experience of working with website/intranet content management systems		X
Experience of creating digital media for social and web use		X



Experience of marketing for a not-for-profit or membership organisation		X
Experience of working in a student union		X
Attitudes (Ways of thinking and acting)	Essential	Desirable
The ability to demonstrate and engender a positive, helpful and welcoming attitude to fellow staff, members and customers	X	
A commitment to and understanding of ongoing professional development	X	
High personal standards of performance and pride in your work and high expectations of your team and organisation	X	
A willingness to learn new skills as required and undertake appropriate training	X	
Ability to work with integrity and retain sensitive information	X	
Understanding of the Students' Association's work	X	
Shared values and work ethos with the Students' Association	X	