

Digital Marketing Co-ordinator

Role Profile

Our vision is that **every student loves their time at Southampton**. We exist to:

- Help students find friendship groups;
- Support students to complete their degree programmes;
- Give students a voice in the University and wider community.

Your role in achieving this is described below.

Main Purpose of Role:

- 1) Use your digital skills to enhance the performance of the Union's digital channels
- 2) To deliver digital & communications campaigns that are student focused
- 3) Create engaging and creative content for our students

Responsible to: Digital Manager

Grade: Grade 3

Main Duties of the Role

Use your digital skills to enhance the performance of the Union's digital channels

- Co-ordinate the Union's digital channels, including but not limited to: Email, Website, Digital Screens, SMS & CRM
- Use our CMS and custom backend platform to ensure website content is up-to-date, relevant, and engaging
- Co-ordinate our newly launched loyalty scheme, leading on student comms
- Work with other colleagues across the Union to create a CRM System and an operational plan that is fit for purpose and provides actionable data and opportunities to deliver personalised and relevant messages to our members.
- Co-ordinate the digital screens on campus to maximise opportunities to engage our members
- To stay up-to-date with current trends
- To work closely with the Digital Manager to ensure that all digital channels are working efficiently and effectively – maximising on their potential
- Co-ordinate insight work – analysing our data, looking for areas of improvement and growth, and supporting a data led marketing approach
- Work collaboratively with our Insight Manager to effect union wide opportunities

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- Support SUSU's desire for innovation and ensuring that our activity is relevant for our audience
- Ensure all digital channels have a test & learn plan and are actioned accordingly

To deliver digital & communications campaigns that are student focussed

- To take ownership of planning, monitoring and scheduling dynamic and relevant content for our digital channels including email and blogs/news.
- Maintain our comms calendar in support of the Union wide calendar of events, recognition days and the themed approach the marketing team takes
- To collate information from sources relating to the union to generate newsworthy stories and then write copy for appropriate channels to deliver key messages.
- To act as one of the key points of contact for student queries, implementing a response process, engaging with students and looking to advise and support these groups and to help resolve any issues that arise
- Examine methods of increasing user engagement through analysis of communication effectiveness.
- Update the Union's media and image library as required
- To proofread text before print and distribution
- To work with the Marketing team to help monitor the success of the Union's campaigns
- To work with the Digital Manager in planning and producing effective communications plans in support of the full range of Union services and activities
- To take a professional approach to marketing and communication activities, providing advice on best practice across the Union to raise the standard of all communications and to ensure that our student audience are at the heart of all our activity
- Liaise with other departments to support a Union wide commitment to collaborative working
- To work within agreed budget, reporting any issues of concern immediately
- To work with the Business Development Manager to manage the relationship with external advertisers and provide support with other sales activities and sponsorship to maximise income.
- Any other reasonable duties as directed by the organisation

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Create engaging and creative content for our students

- Be the advocate and guardian for a recognisable Union tone of voice supporting others to ensure consistency
- Competently write or create all content and messages for our key audiences, taking into consideration the marketing channels being used
- Manage the Union's website content – ensuring the best user experience possible
- Define and adapt individual digital channels to ensure the Union is maximising the potential of the channel
- Support the Marketing team in developing and maintaining the Union's brand, including identity, tone of voice and core messages
- Assist the Union on key brand reputation matters – offering guidance and support
- Actively promote proactive comms ensuring the Union is always timely, relevant and the voice of our members
- Support the management team in all reactive communication and advise on the best channels to use.

Contribute to the overall effectiveness of the Union by

- Developing and maintaining relationships with key internal and external stakeholders
- Participating in and driving personal learning and development
- Attending all meetings and training events, as required
- Ensuring that statutory and legal obligations are met
- Supporting the implementation of the Union plan, promoting our aims and values through the goals of the departments Operational Plan
- Promoting the Union's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental
- Contributing to the positive image of The University of Southampton Students' Union with students, University and the local community working with the team to ensure a full service is provided at all times, providing cover as necessary

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- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives
- Completing such other duties as may be reasonably prescribed by the Union, appropriate to the grade and responsibilities of the post

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Role Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

| KEY/QUALIFICATIONS/EXPERIENCE REQUIRED | ESSENTIAL | DESIRABLE |
|--|-----------|-----------|
| A degree (ideally in Marketing/Communications) or a demonstratable experience in a similar Marketing/Communications role | X | |
| Excellent written and verbal communication skills across a range of mediums and audiences | X | |
| Excellent interpersonal skills, with the ability to forge relationships with colleagues at all levels | X | |
| Experience of working with digital platforms - CRM | | X |
| Experience of using website CMS i.e. WordPress or similar | X | |
| Experience of an email software, i.e. mailchimp or similar | X | |
| A good understanding of the full marketing mix | X | |
| Experience of working in a fast-paced marketing environment | | X |
| Experience of creating content (both written and visual) for a range of marketing channels | X | |
| Experience of managing projects | | X |
| Experience in website layout & creating online design elements | X | |
| Highly organised approach to managing workload | X | |
| Excellent attention to detail | X | |
| Flexible approach to meeting deadlines | X | |
| Ability to work on own initiative and effectively in a team | X | |
| Commitment to Equality and Diversity | X | |
| Commitment to and passion for the values and purpose of a Students' Union | | X |
| Commitment to and knowledge of equal opportunities – including inclusivity and access issues | | X |
| Commitment to and an understanding of Equality & Diversity, Ethical & Environmental issues and Health & Safety | | X |

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Our Values

As an organisation, our values underpin our work and guide what we live by in order to achieve our mission:



Stand Strong

We stand up for students and make sure their voice is heard.

We stand strong when facing challenges and are not afraid to be different. We think big and work to achieve great things.



Join Together

We are an inclusive and diverse community of students and staff

We join together with each other, the University, and the local community to make a positive difference.



Take Responsibility

We take action on the issues that matter to students and act with integrity.

We continually work to be more sustainable, challenge discrimination and prejudice. We strive to be a force for good for students and wider society.