

MARKETING SUPPORT

Role Profile

The Union's mission: **unlocking the potential and enriching the life of every student**. Your role in this mission is described below.

Main Purpose of Role:

1. To assist with the delivery of SUSU events and campaigns
2. To help provide a welcoming and informative customer service
3. To create a safe working environment

Responsible to: Marketing and Communications Coordinator

Grade: Support Staff – Level 1

Main Duties of the Role

To assist with the delivery of SUSU events and campaigns

- To set up before, provide support during and pack down after events and campaigns at various sites such as Highfield, Avenue, and Boldrewood.
- Work as part of the Marketing and Communications team (both colleagues and managers) to deliver service and products.
- Work with the other departments to ensure appropriate delivery of logistical requirements for events and campaigns
- Generate social media coverage of SUSU events and campaigns
- Assist in the delivery of social events for students
- Contribute creative ideas for campaigns and events
- Distribute flyers and leaflets for internal and external promotional activity

To help provide a welcoming and informative customer service

- Help to resolve any customer queries or complaints promptly, referring to a team leader/ manager when appropriate.
- Ensure that customers receive the best possible experience when visiting the Students Union, delivering service with a friendly face.
- Use innovative approaches to maximise the customer experience through varied, creative delivery.
- Respond to audience needs by adapting your delivery.

To create a safe working environment

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- Comply with the relevant safety and legislative requirements including: Licensing regulations, health & safety standards, and confidentiality policies.
- Undertaking training as required to complete your duties.
- To fulfil personal responsibility for working in a safe environment through maintaining cleanliness and housekeeping standards and reporting any faults, problems, issues, accidents or incidents.

The Union Staff Behaviours

We have defined how we expect all staff to behave at work to live our **values**:

- Be personally **responsible** and lead by example in our work
- Be **inclusive**, making sure there is something for everyone in all we do
- Be ambitious and **engaging** by pushing the boundaries in what we offer members
- Encourage **students to lead** and be **responsive** to both staff and member ideas
- Be **transparent**, open and honest with each other and our members

Work together, encouraging and supporting each other to do the best we can

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
Relevant experience in direct marketing, promoting a brand offline and online		X
Confidence in talking to different kinds of people, such as students, customers, and brands	X	
Experience in live coverage of events (taking photos, Facebook live etc.)	X	
Awareness and appreciation of exceptional customer service	X	
Ability to learn new skills	X	

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Understanding of working safely	X	
Experience of working as part of a team	X	
Experience of flexibility in delivering a service	X	
Confident in using computers and IT equipment		X
Commitment to and knowledge of equal opportunities – including inclusivity and access issues	X	
Commitment to and passion for the values and purpose of a Students' Union	X	
Commitment to and an understanding of Equality & Diversity, Ethical & Environmental issues and Health & Safety	X	

Our Values and Competencies

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

**Student Led
Empowering**

**Brave
Respected**

We have defined how each of us live out our values through our Competency Framework, which specifies the behaviours which all of our people demonstrate in their roles in the Union. As well as being able to demonstrate the experience, knowledge and attributes required for the role, our people are required to demonstrate behaviours that contribute to the areas identified in the Framework Model below:

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Our Mindset

Who we are

- Accountability
- Innovation
- Development

Our Delivery

What we do

- Customer focus
- Communication
- Problem solving

Our Approach

How we work

- Expertise
- Collaboration
- Sustainability