

Union Team Member

Communications Assistant

Role Description and Person Requirements

Department:	Marketing
Location:	Stoke-on-Trent
Reporting to:	Marketing Manager
Hours:	Up to a maximum of 32 hours per fortnight
Shift Patterns:	Flexible
Responsible for:	No management responsibilities



The vision of our team here at the Students' Union is that every student will be **Proud to be a part of Staffs.**

Working alongside our University it is our purpose to ensure that every student has access to a range of student support services, opportunities for community building and access to activities that shape their academic experience.

About the Role

The purpose of this post is to co-ordinate and deliver effective communications to our student members, as well as to plan and implement marketing campaigns to inform and educate our members and help promote the Union's products and services in line with our vision and values.

Equality Statement

We're proud to be a friendly and inclusive team here at your Students' Union. We work hard to create an environment where all our people (our students, our employees and our volunteers) can confidently be themselves in and around their Students' Union. We want every member of our community to be true to themselves and not feel it necessary to change how they act, think and present themselves just to fit in.

We promote applications from all sections of the community; however, we strongly encourage people who are female, people of colour and transgender people to apply to join our team as we want to better represent our community in our work, our culture and our future.

Core Responsibilities

- Work with Students' Union and University teams to shout about the amazing services, events, and achievements happening across all campuses.
- Take the lead on digital comms — finding great stories, creating exciting content, and helping plan our weekly communications.
- Create fun, engaging content for different platforms, making sure each message hits the right audience in the right way.
- Keep an eye on what's trending and what students care about, so our content always feels fresh and relevant.
- Get students involved in shaping how we communicate, making sure our messages truly reflect their voices and needs.
- Help grow our in-house channels like weekly and monthly newsletters, keeping our members informed and inspired.
- Make sure everything we share looks and feels on-brand, maintaining a consistent and high-quality style.
- Support teams across the Union to deliver top-notch service and a great student experience.
- Keep projects on track — making sure deadlines are met and results are shared.
- Team up with our creative and content teams to bring ideas to life and deliver campaigns that really connect with students.

General Expectations

Whilst working in this role, you will also:

- Keep yourself and others safe by maintaining high standards of Health and Safety and adhering to other relevant law and regulations.
- Maintain the highest standards of Confidentiality and Data Security, in accordance with the General Data Protection Regulations 2018.
- Comply with the policies, procedures, and protocols in place within the Students' Union. These are available from the Union Team Member Hub
- Maintain a good knowledge of Higher Education policy, University policies and the main issues, which matter to our students
- Contribute to the delivery of the annual Student Welcome activities to support the Students' Union in delivering a high-quality experience for returning and new students.
- Contribute to the ongoing facilitation of student voice and feedback to both our University and the Students' Union, including the promotion of relevant surveys including the NSS and SVS.
- Bring the vision of the Students' Union to life by making every customer, student, and guest Proud to be Staffs.
- Be committed to the environmental and ethical values of the Students' Union; The post holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the Students' Union's Environmental Sustainability Policies.
- Undertake any other task as deemed appropriate by your Line Manager.

Please note that this job description is not intended to be exhaustive, and it is likely that duties may be altered from time to time in the light of changing circumstances, in discussion with the post-holder.

Person Requirements

- **Excellent written and visual communication skills**, with the ability to create engaging, audience-focused content across multiple digital platforms.
- **Good understanding of social media, email marketing, and digital communication tools**, with an interest in emerging trends and student engagement.
- **Strong organisational and planning abilities**, capable of managing multiple projects and meeting deadlines in a fast-paced environment.
- **Collaborative and proactive approach**, able to work effectively with colleagues, students, and partners to deliver shared goals.
- **Creative mindset with attention to brand consistency and quality**, ensuring all communications reflect the organisation's identity and standards.
- **Curious and adaptable**, with an awareness of changing student needs and a willingness to use insight and feedback to improve communication approaches.