



## JOB DESCRIPTION

<b>Job title</b>	Marketing and Communications Coordinator
<b>Salary</b>	£27,219 (Band F)
<b>Department</b>	Marketing, Communication & Digital – Membership Services
<b>Working pattern (hours/weeks etc)</b>	37.5 hours per week to be worked flexibly to meet the needs of the role with some evening and weekend work. The post holder will work across all NTU campuses as necessary
<b>Responsible to</b>	Marketing, Communication & Digital Manager
<b>Supervisory responsibility</b>	Freelance / Student Staff
<b>Job purpose</b>	To lead the planning, delivery and evaluation of NTSU's marketing, communications and digital activity, with a particular focus on growing and engaging NTSU's digital audiences. The role will be responsible for managing a team of student social media staff, delivering strategic marketing campaigns, and ensuring NTSU's communications are well-planned, audience-led and insight-driven. The post holder will play a key role in strengthening NTSU's brand and increasing engagement with members.

## Main duties and responsibilities

1	Plan, coordinate and deliver strategic, multi-channel marketing campaigns aligned with organisational priorities and member needs.
2	Develop and maintain campaign plans, content calendars and communications schedules, ensuring marketing activity is proactive, well-timed and joined-up.
3	Work with stakeholders across NTSU to translate priorities into clear marketing briefs and audience-focused communications plans.
4	Use insight, data and performance metrics to monitor, evaluate and improve the effectiveness of marketing campaigns.
5	Lead on the growth and development of NTSU's digital audiences, with particular focus on platforms such as Instagram, TikTok and emerging social channels.
6	Develop and implement platform-specific social media strategies to increase followers, reach, engagement and relevance.
7	Monitor social media performance using analytics and insight, identifying trends, opportunities and areas for optimisation.
8	Ensure digital content is timely, culturally relevant, accessible and reflective of student behaviours, expectations and values.
9	Test, pilot and evaluate new platforms, formats and features to ensure NTSU's digital presence remains current and future-focused.
10	Oversee the creation of high-quality content across social media, email, website, video, blogs and print, ensuring consistency with NTSU's brand and tone of voice.
11	Write, edit and proofread SEO-friendly copy, and ensure quality assurance of content produced by others.
12	Build effective relationships with elected student representatives to support the development of their digital presence and public profiles.
13	Work with the Marketing, Communication & Digital Manager to innovate and develop NTSU's brand channels and content in line with best practice.
14	Line manage student marketing and social media staff, providing clear direction, support, feedback and performance management.
15	Allocate tasks, manage rotas and deadlines, and ensure consistency and quality across all social media outputs.

16	Train and develop student staff in brand awareness, tone of voice, platform best practice and digital skills.
17	Foster a positive, inclusive and supportive team culture that encourages creativity and high-quality output.
18	Ensure resilience and continuity of social media activity through effective planning and delegation.
19	Demonstrate excellent organisational skills by managing multiple projects and competing priorities while meeting deadlines.
20	Establish and maintain efficient processes for content approvals, scheduling, reporting and campaign delivery.
21	Support large-scale projects, events and organisational initiatives with proactive, well-planned communications support.
22	When delegated, act as a senior point of contact within the Marketing, Communication & Digital team to support service continuity.
23	Engages in sustainable practices while in the workplace – accepts and follows sustainable office policies and procedures.

### **Secondary and other duties**

1	Represent and promote NTSU at events, exhibitions, open days, visit days, fairs and other promotional activity as required.
2	Support the recruitment, induction and ongoing support of student staff and volunteers involved in marketing, communications and digital activity.
3	Work collaboratively with colleagues across the Marketing, Communication & Digital team to deliver an excellent, professional service to stakeholders.
4	Ensure compliance with financial regulations, policies and procedures, including the completion of any delegated finance or purchasing requirements.
5	When delegated, act on behalf of the Marketing, Communication & Digital Manager and serve as a key point of contact in their absence.

6	Contribute to the continuous improvement of team processes, ways of working and service delivery.
7	Actively support sustainable workplace practices and contribute to reducing the organisation's environmental impact in line with NTSU policies.
8	Promote and uphold NTSU's values, including equity, diversity and inclusion, in all aspects of work and behaviour.
9	Undertake any other reasonable duties appropriate to the role that support NTSU in achieving its strategic objectives.
10	Tries new and sustainable practices: whenever possible, employee tries to reduce the negative environmental impact of their work – especially their waste and greenhouse gas emissions.

### **Conduct and Attitude**

The Union expects that the post holder will undertake their duties in a manner conducive to creating a pleasant and positive working environment, role modelling appropriate standards of behaviour and etiquette between themselves and beneficiaries, stakeholders, customers and colleagues. The post-holder will have the ability to deliver and receive constructive feedback, fostering an environment of continuous improvement and development.

### **Standards**

At all times, the post holder will;

- Portray a positive image of NTSU, both professionally and personally.
- Actively support good sustainability practices in line with the organisation's ethical and environmental policies.
- Promote and share our commitment to a culture of equity, diversity, and inclusion, being empowered to report any concerns in line with the relevant NTSU procedures.
- Uphold the values of NTSU, demonstrating high standards of integrity, accountability, respect for others, courtesy and professionalism.
- Have a flexible approach and be willing to support colleagues in their department and the wider NTSU team.
- Undertake any reasonable task that helps NTSU achieve its objectives, given their role and position in NTSU.

### **Miscellaneous**

- This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities.

- NTSU will periodically examine job descriptions/person specifications to ensure they accurately reflect each role.
- Following consultation with the post holder, this specification is subject to alteration to account for any substantive change in duties and or level of responsibility.

### **EMPLOYEE SPECIFICATION**

<b>Job title</b>	Marketing & Communications Coordinator
<b>Department</b>	Marketing, Communication & Digital – Membership Services
<b>Responsible to</b>	Marketing, Communication & Digital Manager

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
Experience	Writing and editing content for multiple platforms in a professional or organisational context.	Supervising, supporting or coordinating staff, interns or volunteers.
	Using social media as part of communications or marketing activity.	Working within a Students' Union, higher education or membership-based organisation.
	Contributing to marketing or communications work across one or more channels.	Supporting or coordinating social media content with an emphasis on reach, engagement or audience development.
	Planning, organising and delivering work to deadlines in a fast-paced environment.	Using website CMS platforms, email marketing tools or social media scheduling software.
	Proofreading and quality-assuring content produced by others.	Familiarity with sustainable office practices.
	Using feedback, insight or performance information to improve work.	
	Demonstrating continued professional or personal development.	
	Working with a diverse range of people in an inclusive, respectful manner.	
Skills	Excellent written and verbal communication skills, with strong attention to detail.	Confidence presenting ideas, campaign activity or performance information to stakeholders.

	Outstanding organisational and time-management skills, with the ability to prioritise competing demands.	Sound judgment and problem-solving skills in a dynamic working environment.
	Ability to manage multiple projects and deadlines simultaneously.	Ability to create engaging visual or video content using mobile devices or cameras.
	Ability to contribute to strategic marketing campaigns while maintaining a practical, delivery-focused approach.	Confidence presenting ideas, campaign activity or performance information to stakeholders.
	Ability to brief, support and motivate others to deliver high-quality work, particularly student staff.	
	Strong relationship-building skills and the ability to work effectively with internal and external stakeholders.	
	Ability to adapt communication style and content for different audiences and platforms.	
Knowledge	Knowledge of digital marketing, social media and content planning best practice.	Understands what can be recycled on campus, and how to recycle it properly.
	Understanding of how different digital platforms are used by different audiences, including students.	An understanding of issues affecting Students, and the Higher Education sector
	Strong understanding of brand, tone of voice and audience segmentation.	A clear knowledge of the impact of social media on the relationship between a business and its audience
	Knowledge of how to plan, deliver, monitor and review marketing and communications activity.	An understanding or experience of issues related to equality, diversity, and inclusion.
	Awareness of accessibility, equality, diversity and inclusion considerations in communications and digital content.	