

JOB DESCRIPTION AND PERSON SPECIFICATION: COMMUNICATIONS LEAD



Job description

Role:	Communications Lead
Grade:	Band A - £26,978 to £29,663
Full/Part time:	Full time
Contract term:	Permanent
Date of writing:	December 2025
Responsible to:	Communications and Marketing Manager
Responsible for:	Student staff
Hours:	Standard hours are 37 hrs per week—these can be worked flexibly, and we are happy to discuss alternative working patterns
Location:	Hybrid role—your contracted place of work will be at The Union, however you will have the option of splitting your time between the office and your home and/or another appropriate remote work location.
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK
Benefits:	<p>We offer staff many benefits, including:</p> <ul style="list-style-type: none">+ 26 days annual leave plus at least six discretionary days (four at Christmas and two at Easter) and bank holidays+ Employer pension contribution matched up to 6%+ Hybrid/flexible working (where possible)+ Supportive, needs-based compassionate and other leave+ Supportive maternity, parental, adoption and partner's leave+ Cover the cost of your eye test and £100 towards new glasses+ An employee assistance programme to support your wellbeing+ Plenty of opportunities for learning and development+ Access to student discounts online and in the city

Purpose of the role

As Communications Lead, you'll play a key role in growing and developing our digital communications channels—successfully reaching and engaging our diverse membership and facilitating constant conversations.

You'll plan, produce and distribute engaging digital content that builds affinity for and raises awareness of The Union, including supervising student content creators. And you'll support The Union's marketing campaigns and objectives by planning and delivering a range of briefs and projects.

Principal duties

Role specific:

- + Manage day-to-day delivery of The Union's social media channels, creating engaging visual, written and audio content informed by audience insight and trends.
- + Implement an annual content calendar and coordinate social-first digital campaigns, distributing content widely across The Union, University and affiliated channels.
- + Recruit, supervise and support student Content Creators, and coach staff, Officers and students in best-practice communications.
- + Build collaborative relationships with colleagues, University teams and external stakeholders, as well as monitoring and responding to online conversations to enhance engagement.
- + Contribute to email marketing by creating content-led newsletters and targeted campaigns.
- + Support and deliver marketing briefs, projects and campaigns with creative, effective solutions while safeguarding brand consistency across all print and digital communications.
- + Produce and refine persuasive copy, proof reading and editing content for multiple platforms.
- + Support and deliver campaign plans for major Union projects (e.g. Welcome, Elections), including supervising student staff and volunteers.
- + Monitor campaign budgets to ensure effective use of resources.
- + Measure and evaluate marketing and communications activity, providing reports and contributing to continuous improvement.

The duties described above are not an exhaustive list, but are intended as being illustrative of the level and type of work required. The Job Description may be subject to amendment from time to time after discussion with the post holder. This job description does not constitute part of the contract of employment.

Person specification

Criteria	Essential or desirable
Qualifications	
We accept candidates from any educational background	Essential
A professional qualification in marketing, communications or related area	Desirable
Experience	
Previous experience of working in a similar marketing and/or communications role	Essential
Demonstrable portfolio of original, engaging and impactful social-first content for a variety of audiences and platforms	Essential
Experience contributing to communications campaigns, including the ability to interpret analytics data	Essential
Knowledge and skills	
Excellent working knowledge relevant to the role	Essential
Strong creative content-creation skills, including photography/videography capture and editing, and proficient use of Adobe Creative Suite to produce high-quality digital assets	Essential
Excellent creativity, ideas and storytelling ability	Essential
Ability to work effectively with diverse stakeholders	Essential
Practical technical capability, including experience using DSLR equipment.	Desirable
Personal attributes	
A collaborator who can work as part of a team and with a wide variety of staff, students, and stakeholders.	Essential
Self-motivated with the ability to work independently, take initiative, and take ownership of achieving personal goals.	Essential
Values and ethics	

Understanding of and commitment to the principles of equity, inclusion and diversity, and [The Union's values](#).

Essential