



The Union
Job Description: Marketing Coordinator

Department: Marketing & Communications	Location: Based in Manchester.
Job Title: Marketing Coordinator	Job Grade: O3 (£21,304 to £24,108)
Reporting to (Job Title): Joseph Brotherton, Marketing Manager	
Overall purpose of the Job: Plan and coordinate delivery of marketing projects and campaigns to raise awareness of and drive engagement with The Union's services, projects and events.	
Main activities/tasks: <ul style="list-style-type: none">• Work with the Marketing Manager to devise and deliver tactical marcomms and sales promotion campaigns and activities for union services, events & projects.• Developing creative and effective responses to marketing briefs – consistently striving to find resource-appropriate and innovative solutions to problems.• Write persuasive and effective copy for a variety of audiences, across multiple channels and formats, including digital media.• Coordinate and/or provide marketing support for union projects throughout the student lifecycle, working with union staff & department heads, elected officers, union-affiliated student groups and external partners as appropriate.• Organise production of digital and physical marketing communications material within a set budget• Work alongside the wider marketing and communications department to deliver The Union's email marketing plan, including producing regular newsletters and targeted campaigns.• Support the ongoing maintenance of The Union's website and digital assets, working with union staff and other website users, delivering training, guidance and troubleshooting.• Regularly measure, monitor and evaluate activity and campaigns; providing regular reports, commentary and presentations.• Work alongside external partners, suppliers, agencies and freelancers to deliver projects and operational plans.	
The post holder shall: <ul style="list-style-type: none">• Attend meetings and training events as required.• Comply with Union policies, procedures, and constitution at all times.• Comply with Environmental Legislation and both support and promote measures introduced within the Union to lessen environmental impact.• Contribute to the positive and professional image of The Union and not act in such a manner as to bring The Union into disrepute.• Undertake any other duties appropriate for the grade and responsibilities of the post that may from time to time be reasonably requested.• Understand and uphold the mission, vision and values of the organisation and be always guided by them in the course of work.	
Other features of the Job (including working conditions, etc.): <ul style="list-style-type: none">• 37 hours per week.• Evening and weekend working will be required on occasion.• 26 days of annual leave plus six closure days and bank holidays (= 40 days)	

NB.

- 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.



The Union

Person Specification: Marketing Coordinator

	Desirable	Essential
Education Qualifications	<ul style="list-style-type: none"> Degree in relevant discipline such as marketing, communications or business. A CIM marketing qualification or equivalent 	<ul style="list-style-type: none"> A high standard of education, preferably to degree level or equivalent.
Training Technical Skills	<ul style="list-style-type: none"> Working knowledge of code HTML and CSS to amend and update existing website. Experience with Google Analytics, and other analytics tools. Awareness of and compliance with legal considerations, including data protection and e-privacy regulations. 	<ul style="list-style-type: none"> Excellent verbal and written communications skills. Good numerical and analytical skills. Excellent organisation, prioritisation, project management and problem-solving skills. Good understanding of planning and delivering marketing campaigns. Good digital marketing skills. Ability to carry out research and compile data from various sources, investigate, analyse, and write reports recommending action. Excellent proof-reading skills and eye for detail to make improvements. Proficient in Microsoft Office, specifically Word, Excel, and PowerPoint
Experience (Knowledge)	<ul style="list-style-type: none"> Previous experience of working in a similar marketing role. Experience of events marketing. Experience of working in within a membership led or volunteer organisation. Experience of using CRM systems. Experience of working with content management systems. 	<ul style="list-style-type: none"> Previous experience of marketing projects and campaigns including contributing to planning, delivery and review. Good working knowledge and experience of digital marketing channels and platforms including websites, email and advertising. Experience working with websites and digital platforms. Understanding of student audiences, segmentation and targeting.
Personality Characteristics	<ul style="list-style-type: none"> An understanding of and a commitment to promoting equal opportunities. 	<ul style="list-style-type: none"> Excellent communication skills and the ability to work with and alongside a wide variety of staff and students. Ability to work as part of a team. Independent and self-reliant, being able to work without close supervision. Excellent interpersonal skills, able to build appropriate relationships with people at all levels.

		<ul style="list-style-type: none">• An ability to demonstrate the organisational values in all work activity.
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