



The Union

Job Description: Marketing Coordinator

Department: Marketing, Communications & Insight	Location: Based in Manchester.
Job Title: Marketing Coordinator	Job Grade: OS1
Reporting to (Job Title): Joseph Brotherton, Marketing Manager	
Overall purpose of the Job: <p>Raises awareness of The Union and drives usage of its services, projects and events using a range of channels. Develops and delivers marketing campaigns and activity. Coordinates day-to-day maintenance and development of The Union's website and other digital platforms and assets, identifying opportunities to improve the user experience.</p>	
Main activities/tasks: <p>Marketing</p> <ul style="list-style-type: none">• Devise and deliver tactical marcomms and sales promotion campaigns and activities for union services, events & projects.• Fully exploit digital channels, including email marketing, display ads, retargeting and paid search, to support customer acquisition and retention.• Coordinate in-service marketing for all union services, including signage, point of sale and touchpoints, to support consistent customer/member experiences.• Write persuasive and effective copy for a variety of audiences across multiple marketing and editorial formats, including digital media.• Develop creative, appropriate and effective responses to marketing briefs, consistently striving to find the best solutions and regularly trying and testing new tactics.• Routinely use customer insights and analytics to inform and continuously improve campaigns and activity.• Work alongside the rest of the team to deliver The Union's email marketing programme, including regular newsletters and targeted campaigns.• Champion and safeguard the brand (visual and written) and ensure consistency, creativity and compliance across print and digital outputs.• Support with production of digital and physical marketing communications material within a set budget.• Coordinate and/or provide marketing support for union projects. <p>Digital</p> <ul style="list-style-type: none">• Day-to-day responsibility for the on-going maintenance of The Union's website and digital assets. Working with union staff & department heads, elected officers, union-affiliated student groups and external partners as appropriate.• Ensure that on page content is up to date and written copy adheres to Union tone of voice guidelines.• To routinely carry out checks to ensure that the website is functioning properly and to be responsible for trouble-shooting and/or problem solving as required.• Implementing improvements to online user experience through use of analytics reports and user generated feedback.• To be the main point of contact at The Union for all website (combined CRM and CMS) queries and issues, liaising with our external provider for support and input as necessary.• To ensure our website complies with brand guidelines, union policies and best practice digital standards, including SEO and UX.	

- Support union staff and other web users with to their usage of site functionality, including providing basic training and troubleshooting if necessary.
- Liaise with and work alongside web designers and freelancers where necessary.

The post holder shall:

- 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.): 37 hours per week. Evening and weekend working will be required on occasion.

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 digital marketing, business, technology, media or similar. 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"> Knowledge and prior experience SEO and user experience techniques. Working knowledge of code HTML and CSS in order to amend and update existing website. Experience with Google Analytics, Facebook Insights and other analytics tools. Experience of database and / or direct marketing techniques and targeting. 	<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. Excellent 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. Awareness of and compliance with legal considerations, including data protection and e-privacy regulations. Proficient in Microsoft Office, specifically Word, Excel, and PowerPoint
Experience (Knowledge)	<ul style="list-style-type: none"> Experience of planning and delivering marketing projects and campaigns to drive customer engagement and sales in a retail and/or hospitality environment. Experience of events marketing. Experience of working in within a membership led or volunteer organisation. Experience of using CRM systems. Experience working with external service providers, suppliers and freelancers. 	<ul style="list-style-type: none"> Previous experience of working in a similar marketing role. 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 of working with content management systems. Good experience working with websites and digital platforms, including contributing to overall site design, architecture and user experience. Good 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. • An ability to demonstrate the organisational values in all work activity.
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