

Job Description & Person Specification



Arts
Students'
Union

Job Description & Person Specification

Job title:	Communications and Marketing Coordinator
Reports to:	Communications and Marketing Manager
Responsible for:	Student Staff
Working hours:	35
Salary band:	3a
Salary:	£32,520.71
Location:	Hybrid (working from home and 2-3 days in the office, mainly based at High Holborn with the flexibility to work across all UAL colleges)
Last reviewed:	14/01/2026

JOB PURPOSE

- Produce content to enable the Communications and Marketing team in telling compelling and engaging stories in accordance with the Communications and Marketing Team's strategic and operational planning
- Provide administrative support in effectively marketing Arts Students' Union physical and digital spaces

KEY RESPONSIBILITIES

Content

- To create and plan content for the Union's digital platforms across newsletters and the day-to-day running of the Union's social media platforms
- To support the production of creative audio-visual material as required

including developing, editing, uploading material to online platforms, and supporting officers & staff in video production and planning

- To support the coordination, storage and maintenance of photography and audio-visual material of Union activities
- Responsible for researching Arts SU's target audiences and ensuring content is relevant and appropriate to them
- Supervise part time student staff to produce content for digital platforms and identify their areas of learning and development
- Copy write, copy edit and proof-read various Communications and Marketing materials both long and short form
- Ensure consistent brand identity across all online platforms through use of Photoshop and brand guidelines

Marketing

- Coordinate marketing, media sales activation and relationship management of external business including Welcome event opportunities
- To monitor the marketing of Arts SU commercial spaces; researching opportunities to market more widely/efficiently to increase sales
- To build strong working relationships with external organisations by being the contact point for external media and marketing sales enquiries dealing efficiently with enquiries, sending relevant brochures / information as requested and ensuring accurate record-keeping of all events and correspondence with customers

Website

- To coordinate and maintain engaging content on the Arts SU website by working with staff on team pages and events, notifying them when information needs updating
- Responsible for providing information, data and analysis of content performance on all digital platforms including the website using Google Analytics and associated tools
- Work with our website provider to resolve issues and attend training sessions to improve our website and ensure our content is to a high standard

Other

- Liaise with staff to improve their digital literacy and copy writing skills
- Support the Communications and Marketing team in working with other departments to create engaging, innovative and creative communications campaigns and marketing materials, recording and analysing the delivery of different content cross-platforms using various analytics software
- Liaise with University staff and external companies on issues relating to marketing, design and communication
- Contribute to Communications and Marketing team strategic planning by putting forward proposals to improve the service

General Duties:

In addition, all staff have the following general duties in their job descriptions:

- To deliver and develop targets outlined in the Union's strategic plan.
- To contribute and assist in the Union's planning processes and the review of its performance and systems.
- Contribute to the positive and professional image of the Union and not act in such a manner as to bring the Union into disrepute.
- To observe and uphold the requirements of the Union Constitution and act at all times in accordance with policies including equality of opportunity.
- To undertake your own administrative duties.
- Undertake any other duties appropriate for the grade and responsibilities of the post that may from time to time be reasonably requested.
- To take ownership of, their Induction, Personal Development, their role within Departmental Meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the Staff Handbook, and within Departments of the Students' Union.
- A condition of employment is that all staff are expected to assist in key events throughout the year e.g. Fresher's and welcome festivals and any other key event, including elections, if necessary. Staff are expected to portray a positive image, both internally and externally of the Students' Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.
- Where you are required to work with volunteers you must support and manage them appropriately in line with the Students' Union volunteer policy
- Environmental consideration and environmental best practice is the responsibility

of all Students' Union staff

- Any other tasks that would be deemed suitable within this role as directed by line manager

Person Specification

	CRITERIA	COMPETENCY	Assessment Type: Application (A), Interview (I), Task/Presentation (T/P)
	Knowledge		
1.1	Excellent communication skills (written and oral) and the ability to explain detailed information to others and for different audiences	Good general education, typically to the Higher/A level equivalent Communication	A, I, P, T
1.2	Using social networks and scheduling systems as a tool for communication for an organisation/campaign	Job related knowledge	A, P, T
1.3	Experience of developing effective stakeholder relationships and interpreting client requirements	Communication	A, I
1.4	Relevant experience in a Marketing and Communications environment		A
1.5	Ability and experience of working to deadlines	Job related knowledge	A, I, T
1.6	Demonstrable experience of working effectively on own initiative	Personal Effectiveness	I, T
1.7	Experience of supervising small teams of staff and successfully work within a team	Job related knowledge Motivational Leadership Teamwork	A, I
1.8	Demonstrable understanding of Students' Unions or other democratic/voluntary organisations	Student Focused	A, I
	Skills		
2.1	Basic ability to code HTML/CSS and use Content Management Systems	Job related knowledge	A

2.2	Basic ability to use Adobe Packages, such as Photoshop, Lightroom and Premier Pro	Technical Skills	A, P, T
2.3	The ability to create and maintain strong working relationships, corresponding with third parties on a day-to-day basis	Communication Teamwork	A, I
Behaviour			
3.1	Desire to work within a democratic, student-led organisation serving a culturally diverse membership, understanding and commitment to equal opportunities	Student focused Accountability Inclusivity Political awareness	A, I
3.2	Understanding and commitment to diversity, inclusivity and equality of opportunity in the workplace	Accountability	A, I
3.3	Demonstrates integrity and challenges unethical actions of others	Inclusivity	A, I
3.4	Self-motivated and self-reliant	Personal Effectiveness	A, I
3.5	Commitment to continued professional development	Continual Improvement	A
3.6	Positive, approachable and committed to supporting others	Teamwork Motivational Leadership	A, I