

# Communications Coordinator

Thank you for considering an opportunity at Beds SU. Please read the information provided in this document carefully, as it will outline the description and person specification for this vacancy.

Should you wish to apply, please complete an online application form before the closing date. Unfortunately, we are unable to accept CV's.

The closing date for application is Friday, 8 July at 9am.

The online application form can be found [here](#)

When completing an application, please use the details provide to identify how you would be perfect for this position. We are particularly keen to hear how your experience helps you to meet the criteria outlined in the 'Person Specification'. We have highlighted the area that we are specifically looking to be identified in your application.

We endeavour to respond to all applicants, however, if you have not heard from us within two weeks of the closing date, please assume that you have been unsuccessful on this occasion.

Beds SU is committed to diversity and inclusion amongst its staff, reflecting the communities it serves. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, or age. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, or age. We are happy to discuss any reasonable adjustments individuals may require.

**Beds SU**, Campus Centre,  
University Square, Luton LU1 3JU

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## **JOB DESCRIPTION**

<b>Job Title:</b>	Communications Coordinator
<b>Reports to:</b>	Communications Manager
<b>Working hours:</b>	Full-time at 37 hours per week, or Part-Time at 30 hours per week (20 days holiday (pro rata); Bank Holidays, plus a minimum of 13 days additional closure days. <i>(Homeworking may be required dependent on Government guidelines)</i>
<b>Salary:</b>	£21,698 – £23, 940, per annum, pro rata
<b>Department:</b>	Marketing and Communications
<b>Location:</b>	Luton Campus. May be required to travel to other campuses on occasions

### **Overall Purpose**

This is an exciting position for a Communications graduate/professional wishing to start or further their career in Public Relations and Communications. Working within the Beds SU Marketing and Communications Team, the post holder will support the Communications Manager in raising awareness of the work Beds Students' Union (SU) does on behalf of the student community here at the University of Bedfordshire, through increasing student engagement with our campaigns, activities, and opportunities within the SU. This will be achieved through the delivery of creative and engaging communication campaigns that are effectively targeted at our diverse student audience. The post holder will need to be able to demonstrate their ability to take initiative, as this role will require

them to actively seek out opportunities to work with students to curate content that showcases/celebrates their university experience[s].

### **Key responsibilities:**

- Design and implement engaging written and video content for use across the SU's communication channels, including social media accounts and the website, that speaks to our diverse student population and where required is targeted, personalised, segmented
- Support the Communications Manager in delivering the strategic communications strategy with a key focus on delivering objectives that encourage student participation with SU campaigns and events
- Assist in the communication and delivery of Welcome Week, Elections, Student stories, our annual Student awards, and other key annual events and activities. Working alongside the Communications Manager, Executive Officers Team, the Membership team, and University departments (where required)
- The post holder will be able to demonstrate they are proficient in working both independently and collaboratively with the Executive Officers, SU departments, Students and the University's Communication team, to deliver high quality content and promotion for Beds SU's services, events and campaigns

### **Promotional Assets Creation**

- To work alongside the wider Marcomms team to support the creation and delivery of engaging digital content, tailored to the needs of different student groups, that informs and engages our students with Beds SU activities
- Meet branding guidelines, support the team by producing and resizing digital promotional graphics as required, using software provided, including Canva and Adobe Creative Suite

### **Key skills requirements:**

Attributes	Requirements:	Evidence /Identified:

Knowledge & Experience	<p>Relevant Public Relations/Communications experience</p> <p>A good understanding of social media channels and an ability to create tailored content for the different channels and audiences</p> <p>Some experience of campaign work</p> <p>Evidence of previous creative work and use of graphics is desirable but not essential</p>	<p>Application</p> <p>Application / Interview</p> <p>Application</p> <p>Application</p> <p>Application / Interview</p>
Skills	<p>A proficient copy writer with an eye for a good news story and can demonstrate creative flare when creating copy</p> <p>An enthusiasm for generating digital content and campaign ideas and a desire to learn how to use tools such as Canvas</p> <p>An interest in and an understanding of digital communication trends</p>	<p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p>
Personal Qualities	<p>A proactive approach to the working environment</p> <p>Proficient communication skills</p> <p>Can demonstrate an ability to work on own initiative, as well as part of a team</p> <p>Can demonstrate an ability to be creative and support the development of ideas</p> <p>Commitment to the organisation's strategic direction</p>	<p>Application / Interview</p> <p>Application / Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>

## **General responsibilities**

- Work closely with and provide professional support, advice, and guidance to elected officer(s); the Student Voice/Membership Services teams and other SU colleagues
- Implement relevant objectives and operational action plans to contribute to (and regularly report progress towards) the Union's strategic aims
- Ensure all policies and procedures with regards to external speakers complies with the University's speaker guidelines and data is processed in accordance with regulations
- Occasionally work outside normal office hours, including evenings and weekends, to support student activities and open days, both within the SU premises and outside

## **Personal Development**

As an organisation, we are keen to ensure the continuing development of our staff. This position will provide ongoing training to ensure skills remain up to date as well as opportunities to seek further relevant qualifications. Development needs and aspirations will be discussed on a case-by-case basis.

## **Our Green Impact**

All employees at Beds SU are asked to support the Union's ongoing efforts to improve day to day sustainability practices both internally and in all work undertaken with our stakeholders. This includes – but is not limited to – ethical sourcing, resource, and waste management, highlighting potential environmental impacts of planned activities, and reducing the carbon footprint of business mileage.