

Communications

Assistant

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.

JOB DESCRIPTION

Communications Assistant

Salary: £9.90p/h + 28 days holiday pro rata (zero-contract)

Location: Luton Campus

Working Hours: Approx.12 hours per week (up to 20 hours during busy periods)

Contract: Casual student staff

Department: Marketing & Communication

Overall Purpose

The purpose of the Communications Assistant position is to work with the Marketing and Communications team to help raise awareness of Beds SU, and its services by delivering engaging content for digital channels. Key responsibilities will include producing and scheduling social media content, providing creative promotional graphics/artwork as required, and supporting the on-going development of our digital channels. The post holder will have a proactive approach with the ability to work well as part of a team and independently. They will have an interest in Marketing and Communications (Public Relations) and excellent copy writing and planning skills. A desire to engage on the ground with students to support our plans to showcase the student experience here at the University is key and an interest in design is also desirable.

Duties and Responsibilities

Social Media Administration

- To assist with the creation and scheduling of Beds SU social media posts across all channels.
- To develop content for the SU's communication channels and campaigns, that is both engaging and targeted.
- To monitor feedback and engagement received through social media channels and as required respond effectively in a manner conducive to Beds SU's values, character, and persona.
- To support in ensuring the SU's events and partnership events are promoted sufficiently to meet with contractual needs.
- To oversee communication coverage of events hosted by students and student groups, including societies and sports teams.

Promotional Assets & Copy Creation

1. Meeting branding guideline, support the team by producing and resizing digital promotional graphics as required, using software provided (Canva).
2. To deliver engaging and informative articles for the website as required, often to support campaign activities.
3. To offer creative input into how Beds SU marketing and communications team can reach students in the most engaging and effective ways.

Website Maintenance

1. Assist with the maintenance of the SU's website content, ensuring it remains accurate and up to date via regular content audits.
2. Assist with the upload of articles ensuring copy is reviewed and webpage and articles are delivered in a readable and appealing way to the user.

Personal Development

As an organisation, we are keen to ensure the continuing development of our staff. This position will offer the successful candidate an opportunity to develop skills required for future marketing or communication positions. We will provide ongoing training as required 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.