

**Job Description**

**Post: Events & Marketing Assistant**

**Salary: Scale 1 point 8 - £16,364**

**Hours: 25 hours per week**

**Initially a 12 month fixed term contract – review to be undertaken**

**Campus: City, Walsall & Telford**

**Responsible to: Head of Communications and Events**

**Description of Post**

* To support Head of Communications and Events in the planning, delivery and review of the Union’s calendar of events and activities.
* To assist the Marketing and Communications Co-ordinator in developing and delivering effective and relevant communication materials and channels, to engage student members in using UWSU services and promoting the opportunities and events available to them.

**Main Duties & Responsibilities**

**Events and Activities**

1. To assist in administrative tasks relating to the planning of events and activities, ensuring all planning and recording documents are completed.
2. To provide input into the on-going development of the Students’ Union events and activities programme and provide support to colleagues where appropriate.
3. To support evening and weekend events & activities, eg. Walsall Bar & Café events and University Open Days, Including live social media and photography.
4. To assist with the collection of feedback and research to keep activities and events in line with the student feedback and research.

**Marketing and Communications**

1. To assist with the distribution and programming or relevant marketing, promoting the opportunities and students services available to members.
2. To support the Marketing and Communications Co-ordinator in ensuring all information on the Union’s digital and print marketing is up-to-date and relevant, with engaging content.
3. To ensure that all communications and data recording are compliant with the General Data Protection Regulation (GDPR) and communication policies.
4. To assist and support the work of the student staff team within the department, referring any issues to the line manager.

**General Tasks & Responsibilities**

1. To undertake development appropriate to the role including NUS and wider training opportunities.
2. To remain up to date with the UWSU’s policies and procedures and identify training needs in relation to these.
3. To adhere to the UWSU’s Health and Safety policy and procedures.
4. To prepare for and proactively engage in the performance review cycle with your line manager.
5. To attend appropriate internal and external meetings, as directed by your line manager.
6. To undertake such other duties as are agreed as being in keeping with the general nature of the job and its grade.
7. To promote the Students’ Union when required by wearing organisational uniform, ensuring that professional conduct reflects the core values.

**Person Specification**

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| --- | --- | --- | --- |
| You should be able to demonstrate in your application | Essential | Desirable | Tested  By |
| ***ELIGIBILITY & QUALIFICATION*** |  |  |  |
| Educated to degree level |  | ✓ | AF |
| ***WORK RELATED EXPERIENCE*** |  |  |  |
| Basic knowledge of the principles of marketing | ✓ |  |  |
| Experience of administrative tasks, following events planning and Health and Safety procedures. | ✓ |  | AF/I |
| Knowledge and experience of the practical application of marketing and communication channels. | ✓ |  | AF/I |
| Experience of using Adobe packages – specifically Photoshop, Illustrator and Design. |  | ✓ | AF/I |
| Experience of working in a fast paced environment and multi stakeholder events. |  | ✓ | AF/I |
| Ability to work on several different projects at once and priorities effectively. | ✓ |  | AF/I |
| Ability to analyses and interpret data and take propose appropriate actions. |  | ✓ | AF/I |
| Good Communication skills (verbal and written) | ✓ |  | AF/I |
| Organisation and time management skills | ✓ |  | AF/I |
| Experience of IT systems, e.g. Outlook, Word & Excel | ✓ |  | AF/I |

Tested by = method by which you will be asked to demonstrate you possess this quality or attribute

AF = Application Form I = Interview