**Job Description**

**Post:** Media Sales & External Relations Assistant

**Salary:**  Scale 2 (pts 14 – 21) FTE £18,868

**Hours:** 25 hours per week

**Fixed term** 12 months

**Responsible to:** Events & External Relations Coordinator

**Key relationships** Marketing & Communication Coordinator, Finance manager, Elected Officers, University Staff, External stakeholders’

**Description of Post**

* Under direction support of the Events and External relations Co-ordinator, deliver on the generation of media and other income from the sales of advertising space ( print and digital), marketing agreements, sponsorship and business activities for the Students Union.
* Responsible for the delivery of the, income focused sales and advertising section of events and activities action plan.

**Main Duties & Responsibilities**

To deliver the media advertising packages for external partners and customers to increase the income generation into the SU, ensuring relevant staff are consulted at all times through the process.

* To develop and add to a creative and dynamic external focus to identify and develop a range of income generation initiatives

To support the Events and External relations Co-ordinator in raising the profile of and generation of additional income and sponsorship from external partnership entertainment /nightclub programmes for students across City and Walsall and Telford campuses ensuring cost effective and breakeven outcomes for each event.

* To maintain and update a customer database and work with the Events & External Relations Coordinator to actively source new partners and customers.
* To support the short and long-term income generation strategy to enhance the revenue channels into the Union.
* To act as the first point of contact and liaison for external suppliers and companies regarding matters of SU business sales and advertising activities.
* To support the drive of sales of stalls to customers at the Fresher’s Fairs, as well as supporting in the delivery of other fairs, advertising and sales events within the SU calendar of events, including day exhibitors in Union social spaces.
* To support the Events & External Relations Coordinator with negotiating annual marketing and advertising agreements with existing and new working partners.
* To attract sponsorship for student events and activities including the Student Union Teaching Awards, society events, wider joint projects etc.
* To gather evidence and advertising portfolios, to show clients we have fulfilled our contractual agreements, as well as updating the advertising database with information for the Marketing and Communications team.
* To support the existing media screen contracts and ensure both parties are in compliance with the contractual agreement.

**General Tasks and Responsibilities**

* To work to the Core Aims and objectives of the SU in carrying out your duties;
* To prepare for and proactively engage in the performance review cycle with your line manager;
* To work flexibly including evenings and weekends, according to organisational need or activities;
* To adhere to all SU policies, with particular reference to staffing, Health and Safety.
* To carry out duties at all times in compliance with the University of Wolverhampton’ s Students’ Union’s Equality and Diversity Policy; and Ethical and Environmental Policy
* To participate as a member of the wider SU team and contribute ideas on ways to continuously improve what we do;
* To provide excellent customer service in dealings with students, officers, colleagues and members of the public
* To undertake appropriate training and personal development, as may be required for the role;
* Any other duties deemed commensurate with the general nature of the post and its grade, at the direction of your line manager.

**Person Specification**

|  |  |  |  |
| --- | --- | --- | --- |
| You should be able to demonstrate in your application | Essential | Desirable | Tested  By |
| ***QUALIFICATIONS*** |  |  |  |
| Educated to degree level |  | ***\**** | AF |
| ***WORK RELATED KNOWLEDGE AND EXPERIENCE*** |  |  |  |
| Established and assured knowledge, interest and experience in media platforms and advertising channels. | \* |  | AF/I |
| Knowledge of the practical application of marketing and business development ideas to successful conclusion |  | \* | AF/I |
| Have an understanding and appreciation of diversity, showing a commitment to promoting inclusivity | ✓ |  | AF/I |
| Knowledge of how to effectively negotiate deals |  | ✓ | AF/I |
| Have a basic understanding of promotion and marketing tools with specific reference to social media |  |  | AF/I |
| Knowledge and understanding of further and higher education and the issues effecting students today |  | \* | AF/I |
| Confidence and some demonstrable experience in handling difficult conversations |  |  | AF/I |
| Experience of working effectively as part of a team and using your own initiative | ✓ |  | AF/I |
| Demonstrate experience of generating income through sponsorship or other business development means | ✓ |  | AF/I |
| Experience of working in a fast paced environment |  | ✓ | I |
| ***SKILLS AND ABILITIES*** |  |  |  |
| Possess excellent written and verbal communication and interpersonal skills, communicating clearly and simply t a variety of audiences | ✓ |  | AF/I |
| Ability to work with minimal supervision, being proactive self-starter as well as being an enthusiastic team player working collaboratively with others |  | ✓ | AF/I |
| Ability to organise, prioritise and manage a diverse workload in a systematic way demonstrating a flexible approach to work in order to meet deadlines | ✓ |  | AF |
| Ability to establish excellent working relationships with a range of individuals | ✓ |  | AF/I |
| Understand the needs of a varied student body and respond effectively and appropriately | ✓ |  | AF/I |
| Ability to work on several different projects at once and prioritise effectively | ✓ |  | AF/I |
| Ability to develop and maintain good working relationships at different levels of the organisation providing excellent customer service in all dealings with others | \* |  | AF/I |
| Ability to record detailed data accurately and manage information effectively | ✓ |  | AF/I |
| Ability to work well in a busy office environment with frequent interruptions | ✓ |  | I |
| ***PERSONAL QUALITIES*** |  |  |  |
| Respectful: being friendly and respectful of others in order to maintain a safe and considerate workplace | ✓ |  | I |
| Supportive: being honest, open, and supportive of others, empowering others to be fulfilled in their role | ✓ |  | I |
| Rewarding: being committed to yours and others’ personal development, recognising and celebrating success | ✓ |  | I |
| Progressive: valuing liberation, social justice, ethics, and environment, always trying to do the right thing | ✓ |  | I |
| Committed to equality of opportunity and the democratic structure of the SU  Student led; Understanding the importance of students actively shaping how we operate and what we do | ✓ |  | AF/I |

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

AF = Application Form I = Interview