



The University of York / The Student Centre
James College / Newton Way
Heslington / York / YO10 5DD

E: enquiries@yusu.org
T: 01904 32 3724
www.yusu.org



Job Title **Communications Project Coordinator (external)**

Reporting to Communications Manager

Place of Work The Student Centre – University of York

Hours of Work Permanent -35 hours a week

Salary Starting at £21,537 - 23,778 per annum

Purpose of Role

This role assists the Communications team in delivering high quality, engaging and dynamic campaigns to the students of York. You will take the lead on the promotion of a variety of projects, and be committed to setting ambitious goals, monitoring progress and collating the impact of the Union on the student body.

You'll assist the Communications Manager in ensuring that all student-facing communications and branding are engaging, relevant and timely. You'll look for any opportunity to create student-led content, and show off the hundreds of students across the university who, every day, are achieving incredible things through their work with the Union.

Operational Management

- Alongside the other Communications Project Coordinator you will lead on the creation, development and delivery of all marketing campaigns in the Union.
- Be an active member of the Communications Team and support all work that comes to us.
- Actively seek out opportunities to directly engage with the student body, collecting information and insight on student behaviours and trends to inform our work.
- Responsible for implementing the internal communications strategy, maintaining content and monitoring channels.
- To collate impact data for reporting purposes; working in conjunction with all YUSU directorates.
- Assist the Communications Manager to identify and create opportunities for positive PR and promotion of the Union, our members and activities.
- Be committed to student-led communications - meaning your work is informed by student trends and, wherever possible, includes students in the creation of our content.
- Be committed to identifying inefficiencies in internal communications processes and finding solutions.
- Confidently and creatively use social media channels to promote our events, activities and campaigns.
- Have a high level of written and verbal communication skills.



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- Championing the YUSU brand and embedding our tone of voice within the organisation communications.
- Act as a key point of contact for any student groups, leaders and representatives such as the York Sport Committee, academic representatives and part-time officers.

Finance

- Work effectively with finance staff on raising purchase orders and gathering invoices.
- Liaise with budget holders to ensure budgets are not exceeded.

Staffing

- Supervise and delegate work to student staff and work experience students on set projects and briefs where necessary.

Key Tasks:

- Create engaging print and digital communications for key events and campaigns that are held throughout the academic year such as Freshers' Week, Summer Ball and YUSU Officer Elections.
- To be one of two key contacts for the organisation and wider University campus for the Communications Team, dealing with enquiries and booking in advertising of partner's activities.
- To produce engaging, and relevant, newsletter content for students every week.
- To create, develop and deliver dynamic content on our social media channels using current trends and insight to inform work.
- To be confident in updating the website content and ensuring it is up-to-date at all times.
- To confidently lead the communication of projects/campaigns across the whole organisation that will range in length, audience and focus. You will effectively see the project through from start to finish, ensuring that objectives are met and impact recorded and reflected on.
- To deliver high levels of customer service to students who interact with the Union through online channels.
- To work closely with the Elected Officers, helping to showcase their work and campaigns.
- To support the coordination of public relations through liaising with national and local press.
- Showcase YUSU's success and the Impact on the Student Experience.
- To promote the benefits and successes of YUSU both internally and externally.
- To be an advocate for YUSU.
- To attend meetings, training courses and conferences deemed appropriate to the position.

General Notes

- The principal roles and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.



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- Staff are required to have a Personal Development plan and to participate in training, meetings or conferences considered relevant to their job. Staff must carry out their duties with full regard to the rules, policies and procedures and conditions of service contained in the staff information guide.
- A condition of the employment is that all staff are expected to assist in key events throughout the year e.g. Freshers Fair, Summer Ball and any other key events if necessary. Staff are expected to portray a positive image both internally and externally of the Students' Union by displaying standards of service integrity, punctuality, politeness and professionalism.
- To uphold YUSU's environmental and sustainability practices, ensuring good practice is met.
- To abide by YUSU constitutions and policies.
- To work within, promote and uphold the student- led and democratic ethos of the Students' Union.
- **YUSU envisages that this post will develop through time and that the post-holder is expected to be proactive in pursuing these changes.**

Person Specification

Requirements	Essential	Desirable
QUALIFICATIONS		
Literate and numerate to a GCSE level or equivalent	*	
Qualification in delivering training or relevant experience		*
EXPERIENCE		
Experience of working with students or volunteers		*
Experience of project managing	*	
Experience of working with both or either: - the media - in a comms or PR office	*	
Experience of working in a membership led or democratic organisation		*



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Experience of communicating with a diverse range of people, both individuals and groups	*	
Experience of developing creative and inclusive communications	*	
Experience of developing and delivering primary and secondary research	*	
Experience of mentoring or coaching young people		*
SKILLS		
General IT skills including a working knowledge of Microsoft Office	*	
Able to write and deliver training to engage a range of audiences		*
Able to build and maintain effective relationships with key University staff, elected Officers and other stakeholders	*	
Copywriting and proofreading skills	*	
Excellent interpersonal skills- able to communicate effectively via a variety of methods	*	
Strong time management skills – able to meet deadlines and cope with varying workloads	*	
Ability to work well under pressure, to be flexible and adapt to changes in priorities	*	
High levels of attention to detail	*	
Understanding of governance within a Higher Education institution		*
Possess a positive attitude to work and ability to organise own workload	*	
Able to work as part of a team as well as under own initiative	*	
Commitment to the delivery of high standards of customer service	*	
Values and ethics		
positive, 'can do' approach to work	*	



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dedicated to producing inclusive and accessible communications	*	
ossesses high level of personal integrity	*	