

Job description

Job title: Student Events and Communications Officer	Status: Full time, 37.5 hours per week
Team: Student Union	Reports to: Student Union Manager
Main Location: Greenwich/Greenford/ London Bridge Study Centre	Direct reports: None
Department: Academic/Student Engagement	Departmental budget holder: No

Position purpose:

In this exciting role, you will be responsible for the planning and delivery of the Students' Union events programme. The successful candidate will support the continuous development of Union events in conjunction with other SU staff and the student body. He or she will develop strong working relationships with faculty and liaise closely with the events department, to give students the opportunity to engage with practical work.

Position accountabilities:

Accountability	Key activities
Main Duties	<p>Events Specific</p> <ul style="list-style-type: none"> Responsible for the planning and delivery of the Students' Union events programme and to coordinate and deliver events from conception to completion including organization of staff. Support the continuous development of Union events in conjunction with other SU staff and the student body. To develop strong working relationships with faculty and liaise closely with the events department, to give students the opportunity to engage with practical work. To manage the delivery of societies, sports and, student media. Create, update and maintain customer data, including recording communications in the appropriate systems [OR] Record communications with stakeholders in the appropriate systems. Complete allocated work tasks in accordance with defined SLA's and team targets <p>Communications Specific</p> <ul style="list-style-type: none"> To facilitate the implementation of the Union's Communication Strategy. Ability to work with a wide range of marketing materials, ensuring the message and the tone of written communications are consistent throughout the SU and fits with the overall brand.

Accountability	Key activities
	<ul style="list-style-type: none"> • To build strong working relationships with members of the press and digital media. • The ability to manage various media campaigns throughout the semesters with different goals and planned outcomes. • To provide advice for the SU on written communications with the press. • To be responsible for ensuring clear and open communication with the membership and other interested parties. <p>Production of marketing and information materials</p> <ul style="list-style-type: none"> • Develop professional, audience appropriate collateral for key events and services, for example Fair Brochures, Service Guides, Posters & Stands • Work with colleagues to produce high quality information products such as student guides which stay up to date with latest developments and consider a variety of production channels (eg. hard copy, video, webinar, apps) • Write, edit or provide guidance on related copy in other publications and external sites, such as Prospectuses • Curate and maintain an image library of our services, resources and branding relevant to Student' Union
Reporting	<ul style="list-style-type: none"> • To provide relevant reports as requested by the relevant management and stakeholders • To be part of the statistical and Management Information reporting and design for the team
People Management (Indirect)	<ul style="list-style-type: none"> • Recruit, manage, develop and retain staff; growing staff satisfaction, engagement and retention. • Actively manage performance requirements of team members to ensure key performance outcomes are achieved. • Ensure all team members are aware of GSM London's policies and procedures and fully comply with them. • Monitor and manage employee turnover and unplanned absences to agreed measures. • Monitor and manage resource and workflow allocation, which includes leave approvals and workload allocation. • Manage where appropriate volunteers, student ambassadors and sabbatical officers – direct and indirect
Stakeholder Engagement	<ul style="list-style-type: none"> • Build and maintain strong relationships with all key internal and external stakeholders. • Clearly communicate information to stakeholders. • [where position has direct reports] Communicate stakeholder expectations to the team and monitor to ensure these are met and maintained. • Where required manage and communicate with College Executive Group

Accountability	Key activities
	<p>and Senior Leadership Team</p> <ul style="list-style-type: none"> • Understand key stakeholder roles and requirements
Health and Safety (this is a standard inclusion)	<ul style="list-style-type: none"> • Hold personal accountability in avoiding action that could threaten the health or safety of yourself, other employees, students or members of the public.
GSM London good citizenship (this is a standard inclusion)	<ul style="list-style-type: none"> • Hold personal accountability to ensure a continual focus on enhancing the student experience through actions, words and behaviour. Our students are the most important members of our institution and must be treated as such.

Key stakeholders:

Internal:

- All GSM London employees
- Student Union Trustees
- Dean of Students
- CEO/President and Deputy President
- Student support services
- All college wide departments where appropriate

External:

External suppliers and vendors where appropriate

Appendix 3 (b)

Person Specification

Events and Communications Officer – Students Union

Knowledge, skill and experience requirements:

Essential:

- Good first degree or equivalent. This would include work experience acquired through a combination of job-related or vocational training and considerable on-the-job knowledge that demonstrates development through involvement in progressively more demanding work or roles
- Knowledgeable on the policies and procedures relevant to good practice within the HE sector.
- An understanding of the impact of Higher Education on inclusion, social mobility and change
- Experience of working in a team.
- Able to liaise and build effective relations with internal and external representatives of other disciplines or agencies.
- The ability to work with tact and diplomacy with people at all levels in the organisation.
- Understanding of confidentiality and data protection.

- Able to maintain a safe working environment by attending training as necessary and to carry out responsibilities with due regard to the college Equal Opportunities and Health and Safety Policies.
- Excellent interpersonal skills.
- Demonstrated ability to be well planned and organised in a busy and rapidly changing working environment.
- Excellent communication skills, both verbal and written.
- Experience of creating, developing and maintaining office and administrative systems and working well within service frameworks
- Excellent IT skills, including Word, Excel, PowerPoint and Outlook
- Demonstrable ability to be well planned and organised in a busy and rapidly changing working environment
- Accuracy and attention to detail with a methodical approach to work and the ability to work as part of a team in a busy and demanding environment
- Have an enthusiastic, flexible, adaptable approach and the ability to work without close supervision
- Excellent organisational and administrative skills, and excellent attention to detail
- Able to operate a broad range of computer packages, including competent use of Microsoft Office

Desirable:

- Previous experience of working within Higher Education in a communication capacity
- Working knowledge of external support available to students
- Knowledge of power-point and experience in delivering presentations
- Post Graduate Qualification or membership of a professional body

Key behaviours:

- Customer focus [standard inclusion]
- Results Orientation
- Attention to detail
- Planning and Organising
- Influencing and Negotiating
- Initiative
- Team Orientation
- Stakeholder management
- Computer literacy
- Financial literacy and numeracy
- Literacy and Numeracy