

**JOB DESCRIPTION**

**Communications Coordinator**

**Accountable to:** Communications Manager

**Salary:** £23,881.84

**Hours:** 37.5 hours per week

**Location:** Holborn

**JOB PURPOSE**

1. Produce online content and materials to co-create communication and marketing plans across LSESU
2. Contribute to Communication Team’s strategic and operational planning
3. Manage student staff

**KEY RESPONSIBILITIES**

1. Produce content and materials to support communication and marketing plans acrossLSESU

* Responsible for the day-to-day production of written, photographic, and graphic content for the Union’s interactive social media platforms, and production of regular emails
* Responsible for producing creative audio-visual material as required including developing, editing, uploading material to online platforms, and supporting Officers & staff in video production and planning
* Responsible for systematically storing articles, images, and audio-visual material
* Contribute to and deliver communications plans as agreed with Communications Manager
* Responsible for working with staff to create engaging and creative communications and marketing campaigns
* Liaise with staff, Officers, part time Officers, student committee members and LSE to deliver communication and marketing plans
* Assist elected students with developing effective online communications

1. **Contribute to Communications Team’s strategic and operational planning**

* Responsible for providing information for key reports and meetings as required by the Communications Manager
* Responsible for researching our target audiences and ensuring content is relevant and compelling
* Collate information for content scheduling and planning
* Contribute to Communications team strategic planning by putting forward proposals to improve our communications & marketing

**3. Manage Student Staff**

* Responsibility for management of student staff
* Supervise part time student staff to produce content – photographic, written and audio-visual - for digital platforms
* Ensure part time staff work plans are in line with team Content plans
* Identify areas of learning and development of student staff

**GENERAL DUTIES**

**In addition, all staff have the following general duties laid out in their job descriptions:**

* To deliver and develop targets outlined in the Union’s strategic plan.
* To contribute and assist in the Union’s planning processes and the review of its performance and systems.
* Contribute to the positive and professional image of the Union and not act in such a manner as to bring the Union into disrepute.
* To observe and uphold the requirements of the Union Constitution and act at all times in accordance with policies including equality of opportunity.
* To undertake your own typing, filing, photocopying etc.
* Undertake any other duties appropriate for the grade and responsibilities of the post that may from time to time be reasonably requested.
* To take ownership of, their Induction, Personal Review Programme, Departmental Staff Meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the Staff Handbook, and within Departments of the Students’ Union.
* A condition of employment is that all staff are expected to assist in key events throughout the year e.g. Freshers’ and Welcome festivals and any other key event, including elections, if necessary.
* Staff are expected to portray a positive image, both internally and externally of the Students’ Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.
* Where you are required to work with volunteers you must support and manage them appropriately in line with the Students’ Union volunteer policy
* Environmental consideration and environmental best practice is the responsibility of all Students’ Union staff

Any other tasks that would be deemed suitable within this role as directed by line manager

**JOB SPECIFICIATION**

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| **CRITERIA** | **Application** | **Interview** |
| **EXPERIENCE (voluntary or paid)** |  |  |
| One year’s relevant experience | ✓ | ✓ |
| Demonstrable experience of working effectively with others and independently | ✓ | ✓ |
| Experience with planning multiple projects and delivering to deadline | ✓ | ✓ |
| Professional experience with Facebook, Twitter, Instagram and content management systems | ✓ | ✓ |
| **ATTRIBUTES AND SKILLS** |  |  |
| Excellent verbal and written communication skills | ✓ | ✓ |
| IT competent with a good understanding of Microsoft Office | ✓ | ✓ |
| Ability to create multimedia content using Photoshop, Final Cut Pro and After Effects | ✓ |  |
| The ability to create and maintain strong working relationships | ✓ | ✓ |
| The ability to tailor content to reach multiple audiences | ✓ | ✓ |
| The ability to manage politically sensitive situations |  | ✓ |
| **VALUES AND ETHICS** |  |  |
| Desire to work within a democratic, student-led environment | ✓ | ✓ |
| Understanding and commitment to equal opportunities |  | ✓ |