

Job Description

About Union

Union represents approximately 35,000 students at Anglia Ruskin University (ARU) across campuses in Cambridge, Chelmsford, Peterborough, Writtle and London. In addition, we provide a range of services; academic and welfare advice, support to students running societies and volunteering opportunities in and around the campuses. Whilst we play an important student representative role that sometimes sees us challenge the University, we work closely with them and support areas of delivery within their strategy.

Mission: A student-powered union where every voice matters, every campus connects, and good vibes are part of the culture.

Model: Five Campuses, One Union

Pillars and Foundation:

- A) We will put students in charge
- B) We will extend students' rights and opportunities
- C) We will build and nurture communities
- D) Multisite organisation and functionality

Job Title: Marketing and Events Coordinator

Department: ARU London

Reports to: ARU London Campus Manager & Communications Manager

Responsible for: No direct line management

Grade: 2

Hours of work: 35

Place of work: ARU London, East India

Purpose of the role:

The Marketing and Communications Coordinator plays a vital role in amplifying Union's voice and impact across the London campus. This position serves as the campus coordinator for all external communications, managing both digital and traditional channels to ensure consistent, effective messaging that reaches and resonates with the student body. Working closely with the wider Communications and Media team, the role supports organisational projects by translating strategic objectives into compelling content while using data-driven insights to refine communication approaches. A key focus involves coordinating student engagement initiatives, carefully measuring their effectiveness through both quantitative metrics and qualitative feedback to demonstrate value and inform future strategies. Additionally, the Marketing and Communications Coordinator will contribute to the successful delivery of campus events—from student-led projects to EDI calendar celebrations and leavers' events—ensuring these moments are well-promoted, well-attended, and contribute meaningfully to the vibrant campus community under the guidance of the Campus Manager.

Key Responsibilities:

- Support Students' Union departments to create engaging, relevant and targeted communication (posters, flyers, blogs & news articles) to support the delivery of organisational objectives.
- Develop communications plans to support the delivery of Union London objectives.
- Coordinate the production and distribution of targeted email newsletters, developing content ideas, editing copy and reporting on statistics.
- Capture exciting & engaging picture/video content from our activities, events and campaigns.
- Demonstrate exceptional attention to detail throughout all work and where required proofread on a variety of print and digital communications.
- Hold regular meetings with the London Campus Manager to review requirements, set targets and delivery dates.
- Responsible for ensuring marketing materials are following brand guidelines and are up to date.
- Deliver customer satisfaction research using a range of market research techniques.

- Responsible for the delivery of internal & external content on social media accounts (Instagram, LinkedIn & Whatsapp), communicating with students and responding to student enquiries as appropriate.
- Play a supporting role in the delivery, set up and execution of union events alongside the Union coordinators.
- Contribute to the Union London Engagement strategy including presence at events as directed by the Union London campus manager.
- Collaborate with the wider Comms and Marketing team on cross-campus projects such as Welcome and Elections.

Union expects all staff to participate in any training program considered relevant to your job and encourages all staff to participate in, and take ownership of their induction, personal development review, 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 Union departments. Union is fully committed to its policies and procedures on Equality and Diversity.

A condition of employment is that all staff are expected to assist in key events throughout the year e.g., Welcome Fair, Elections, Open Days and any other key events. Staff are expected to portray a positive image, both internally and externally of the organisation by displaying high standards of service, integrity, punctuality, politeness and professionalism.

Please note, that all employees are subject to pre-employment checks including a Disclosure and Barring Service check if required for the role.

Person Specification
Communications and Events Coordinator

Criteria	Essential	Desirable	How Identified
Education/Qualifications			
Minimum G.C.S.E. or Level 2 equivalent English and Maths	✓		Evidence
Degree		✓	Evidence
First Aid certificate		✓	Evidence
Knowledge & Experience			
Experience of working in a similar role in a membership organisation		✓	Application
Experience of coordinating and delivering large scale events		✓	Application/ interview
Experience of working with students or young people		✓	Application
Building relationships with a diverse range of personnel and stakeholders	✓		Application/ interview
Experience and understanding of customer service	✓		Application/ interview
Experience and understanding of health and safety		✓	Application/ interview
Skills & Abilities			
Computer literacy and keyboard skills (Microsoft Office)	✓		Application
Ability to coordinate and deliver events	✓		Application/ interview
Excellent communication skills, both written and oral	✓		Application/ interview

Time management and prioritising skills	✓		Application/interview
Personal Qualities			
Patience, enthusiasm and ability to motivate others	✓		Interview
Commitment to working in a democratic environment	✓		Application/interview
Flexible and adaptable approach to work and working hours	✓		Application
Customer focused with the ability to work with a range of people	✓		Interview
Other			
Understanding of and commitment to the principles of equal opportunities	✓		Application/interview
A desire for self-development, willing to engage in training opportunities	✓		Application/interview