

**WE'RE HERE TO MAKE
STUDENT LIFE BETTER AT
ROYAL HOLLOWAY**

RECRUITMENT PACK:

MARKETING &

COMMUNICATIONS MANAGER

Welcome.

Thank you for your interest in joining Royal Holloway Students' Union (RHSU).

Working in a students' union is a unique experience where a collection of like-minded individuals come together to champion students' interests.

If you're passionate about being part of an organisation that challenges the status quo to deliver real change and unforgettable experiences, you've come to the right place. Whether it's offering helpful advice on that niggling academic issue, campaigning for changes on campus, or laying on great events and extracurricular opportunities, we cover a lot of bases.

By downloading this pack, you've already taken the first step towards joining our mission of making student life better at Royal Holloway. Our new strategy Building Community, Leading Change launches in the Autumn of 2024 and you'll play a key role in helping us to deliver on our mission.

The rest of the pack covers everything about the SU including how we work, our generous benefits package, and the strategy that drives us forward as an organisation. If you like the sound of what we have to offer, we look forward to hearing from you!



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A bit about us.

The Students' Union is a student-led organisation that represents 13,000+ students across our Egham and Central London campuses. The activities and services we offer are really wide-ranging and include things like supporting 160 student-led Communities, and ensuring we represent students' academic interests. We offer free and independent advice through our professional Advice Centre, put on loads of free events with our Give It A Go programme, and run a shop, a pub, a couple of bars and a nightclub to fulfil students' social life on campus.

We're a charity (charity no: 1141998) registered with the Charity Commission. Why does this matter? Well it means that any profit we make through our commercial or membership services gets reinvested into services that help students during their time at Royal Holloway. That covers everything from funding societies to running national voter registration drives.

We're independent from the University.

While we work really closely with departments from all across the University, we are an independent organisation. This is important for several reasons, but mainly it means that if students have a problem while studying - whether that is their course, accommodation, or other issues, they can come and talk to us. And they can do this in the confidence that we can take up the issue with the University and help to resolve it.



Our leadership.

We're a democratic, membership organisation and all students at Royal Holloway are automatically members of the Union. Overall legal responsibility for the Students' Union rests with our Board of Trustees which is made up of four full-time sabbatical officers, three student trustees and five lay trustees.

The sabbatical officers are elected each year by, and from, the student membership of the University. They take a year out of their studies (or immediately after graduating) to take on a full-time paid staff role and to serve as a trustee.

The President of the Union (one of the four sabbatical officers) is the Chair of the Board of Trustees. They are responsible for chairing the meetings of the Board, leading the performance management of the Chief Executive and acting as lead ambassador of the Union to external stakeholders and the wider public.

Board of Trustees.

President and Chair of the Board	Sharanya Sivarajah
Vice President Education	Madelaine Gray
Vice President Wellbeing & Diversity	Olivia Davies
Vice President Societies & Sport	Bana Asqalan
Student Trustees	Oliver Case Tomasz Ostrowski Eleanor Wooller
Lay Trustees	Lydia Halls Mike Johnson Rory Shanks Nicholas Yassukovich

Our management.

Acting as Secretary to the Board of Trustees, it is the role of the Chief Executive to ensure effective and efficient strategic and operational leadership of RHSU.

In conjunction with the President, the position must balance the need to drive and deliver sustainable income streams with ensuring continuous improvement of student satisfaction, engagement and representation. The role works closely with the elected officers supporting them to ensure that the vision, goals and core values of the Students' Union are achieved.

The Chief Executive is supported by a professional Senior Leadership Team which has specific responsibilities for implementing the day-to-day management of the Union.

We employ a full-time team of c.50 permanent staff and 300 student staff. Last year, we paid over £800k into students' pockets through employment opportunities with us.

Our finances.

The Students' Union has two main sources of income – an annual grant from the University and the income generated through our Commercial Services. We are a charity and a not-for-profit organisation. All surplus generated within the organisation is reinvested into the facilities and services provided across the organisation for our members.

We represent students.

Leading on research and insight that can positively influence students' academic and co-curricular student experience, we ensure effective representation locally, regionally and nationally. Our sabbatical officers sit on University committees and engage with key stakeholders to ensure we build stronger student voice and advocate for students.

Our departments.

We have three distinct departments: Community Engagement; Commercial Services; Finance and Resources.

Community Engagement.

Forming the backbone of the organisation, Community Engagement includes Student Opportunities, Student Voice, the Advice Centre, and the Union Helpdesk.

This is a wide-ranging area that encompasses academic representation, elections, and supporting our 160 student-led Communities which range from societies, media outlets and sports clubs to our inclusion and academic communities.

Commercial Services.

We operate a range of commercial services to enhance student experience on campus: the SU Venue, Medicine, The Packhorse, and the Union Shop.

These services enable us to employ over 300 student staff who gain valuable transferable skills, as well as lifelong friendships.

We also run a weekly Market Day during term time featuring fresh fruit and veg, bread and pastries, and a range of international street food stalls.

Finance and Resources.

This department is responsible for everything from finance and processing our £6m annual turnover, to our people and culture team, and the recruitment and engagement of our permanent and student staff workforce, to broader compliance and IT infrastructure.

Our 24-25 officers.

Every year the student body elects four sabbatical officers to work full-time in the Students' Union for a year.

They work on a range of issues relating to student life, listening to student thoughts and opinions while running campaigns and working with the relevant people and bodies to implement positive policy changes.

Each officer has a portfolio area that sees them take on responsibility for a different area within the organisation, together deciding its strategic direction.



Sharanya Sivarajah President

The Students' Union President is the Chair of the Board of Trustees, sits on the highest decision-making committee at Royal Holloway, College Council, and is the figurehead of the Students' Union.



Madelaine Gray VP Education

Not only is the Vice President Education the Deputy President of the Students' Union but they also sit on a number of high-level committees including Academic Board where the academic strategy of the University is decided.



Olivia Davies VP Wellbeing & Diversity

With a focus on liberation campaigns, mental and physical health provision and general wellbeing issues, the Vice President Wellbeing & Diversity is a key voice for campaigning on campus.



Bana Asqalan VP Societies & Sport

The Vice President Societies & Sport has joint overall responsibility for developing the support the Students' Union offers to student groups on campus.

Our strategy.

Our overall mission is to make student life better at Royal Holloway but how do we achieve this?

We are excited to launch our brand new strategy
Building Community, Leading Change for 2024-2027.

Strategic Aims:

- Building Communities for all Students
- Building Stronger Student Voice and Representation
- Providing Inclusive Activity and Spaces
- Providing Advice and Advocating for Students

Enabling Themes:

- People and Culture
- Physical and Digital Infrastructure
- Well-Governed and Sustainable

Enabling our purpose and strategic aims, these areas form the backbone of our plan. Firstly, we must recruit great people who share our values and believe in our mission, fostering a collaborative and inclusive culture. Next, we must get our governance in order and invest in our physical and digital infrastructure to ensure it is fit for purpose. We also need to think sustainably in our everyday practices to ensure RHSU and the environment can thrive for years to come.

Want to read more about our strategy? Head to su.rhul.ac.uk/strategy.



Our values.

Our core values guide our work and behaviours and we're proud to be an organisation that challenges the status quo, whilst being a fun place to work.

Student focused.

We understand without doubt that we exist for our members. We make sure we know how their needs are changing. We adapt.

High quality.

Quality is fundamental to achieving results. We go above and beyond expectations. We channel our energy into making things better and change or stop things that aren't working.

Inclusive.

We champion and celebrate the importance of diversity, equality and liberation consistently through our work. We are ambassadors for our organisation and speak out if something is not right.

Brave.

We embrace change and opportunity and we are not afraid to try new things. We are ambitious and constantly look for new approaches to doing things.

Trustworthy.

We make decisions based on our values and take responsibility for them, admitting if we get something wrong. We communicate with integrity, even when the message might be difficult.

STAFF BENEFITS

Get that work-life balance right.

FINANCIAL WELLBEING

We provide tools for financial planning, early access to earnings, overdraft support, and employee discounts.

- Life assurance - 4 x Salary
- Season ticket loan
- Breakfast, tea & coffee provision
- Wagestream - Financial support platform
- Discounts through UniDays, StudentBeans, Wagestream and Westfield

PROFESSIONAL DEVELOPEMENT

We fund various personal and professional development options to help you thrive.

- Short training courses
- Accredited qualifications
- Online learning & reading materials
- Conferences & presentations
- Mentoring & coaching
- Shadowing colleagues
- Project leadership & volunteering

Plus: Free Open University and RHUL courses available!

PERKS

We offer many extr perks!

- RHSU loyalty scheme & 10% off food in our venues
- Free parking
- Cycle to work scheme
- Tech scheme
- Summer & Winter celebration events

ALLOWANCES

We offer allowances to support your life outside work, from enhanced parental leave to time off for significant life events.

- Enhanced family leave: Maternity, Paternity, Adoption
- Enhanced statutory leave provisions
- Relocation allowance

LEAVE & TIME-OFF

We value time away to rest and recharge, offering generous, flexible leave for you and your family. Staff can also use bank holidays flexibly to celebrate faith or cultural events.

- 22-27 days annual leave + 8 bank holidays
- Discretionary leave during winter
- Annual leave purchase scheme

WORK LIFE BALANCE

We're committed to a healthy work-life balance, offering flexible hours, hybrid work options, and supportive leave so you can succeed at work and enjoy life outside of it.

- Birthday day off
- Hybrid working
- Flexible summer working
- Development leave

HEALTH & WELLBEING

Your health and wellbeing are our priority. We provide tools to help you reach your personal wellness goal.

- Employee assistance programme
- Health cash plan via Westfield
- Gym discounts via Westfield



Our structure.

Senior Management Team

Senior Leadership Team

Chief Executive Officer

Tony Logan

Chief Operating Officer

Max Ross

Head of Finance & Resources

Min Chauhan

Head of Community Engagement

Dan Curran

Deputy Head of Venue Operations

Frankie Foley

Vacant

*Chart shows permanent staff team only

Staff Team



COMMUNITY ENGAGEMENT

>> Student Opportunities.

Student Opportunities Manager
Societies Coordinator
Sports Clubs Coordinator
Helpdesk Coordinator
Student Opportunities Project Coordinator

>> Student Voice.

Student Voice Manager
Academic Communities Coordinator
Community Engagement Coordinator
Research & Insight Coordinator

>> Advice Centre.

Advice Centre Manager
Graduate Advisor (x2)

>> Marketing & Communications.

Senior Design & Digital Coordinator
Interim Senior Communications Coordinator
Advertising & Media Sales Coordinator
Graphic Designer

COMMERCIAL SERVICES

>> Entertainment & Events.

Entertainment & Events Manager
Membership Events Coordinator
Venue Technician

>> Licensed.

Venues Manager
Venues Assistant Manager (x3)
The Packhorse General Manager
The Packhorse Deputy Manager
The Packhorse Grill Chef
Trading Services Admin Assistant

>> Retail.

Union Shop Manager
Union Shop Deputy Manager (x2)
Union Shop Duty Manager
Administration Coordinator
Union Shop Assistant (x3)

>> Premises.

Facilities and Maintenance Assistant

FINANCE AND RESOURCES

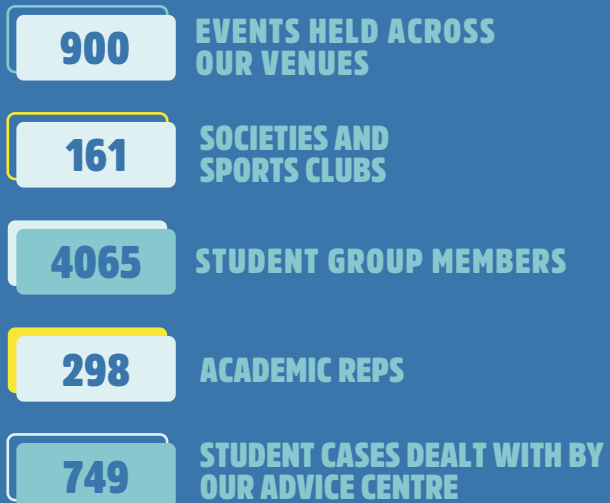
>> Finance.

Senior Finance Coordinator
Finance Coordinator (x2)

>> Human Resources.

Interim HR Manager
Senior HR Advisor
HR & Training Coordinator

A LITTLE ABOUT US



300+
STUDENT STAFF

50
PERMANENT STAFF

£808,021
01/08/23 - 31/07/24

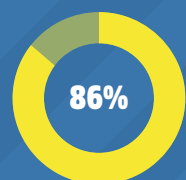
PAID TO STUDENT STAFF, PUTTING MONEY STRAIGHT BACK INTO THEIR POCKETS

CONGRATS!

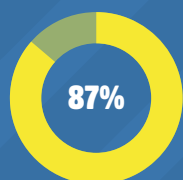


AWARDS HANDED OUT ACROSS COLOURS BALL SOCIETY AWARDS, AND REP AWARDS

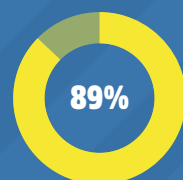
12,822 votes cast in the Leadership Elections



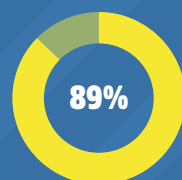
Staff say they can work flexibly when appropriate



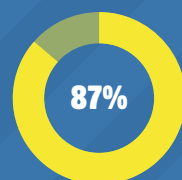
Staff feel colleagues trust and respect each other



Staff feel that their work contributes to the organisation's performance



Staff agree it's common practice for experienced colleagues to coach and mentor new starters



Staff feel they are treated with fairness, respect and dignity at work

Marketing and Communications Manager

Responsible To: Marketing and Communications Manager

Responsible For: Senior Communications Coordinator
Senior Design & Digital Coordinator
Advertising & Media Sales Coordinator

Contract Type: Permanent

Hours of Work: 35 hours per week (excluding daily lunch break) Monday-Friday, hours can be arranged in line with RHSU's flexible working approach and to suit the needs of the organisation. Some unsociable hours may be required at certain points in the year.

Salary: £37,057 - £41,365

Purpose of Role: The post-holder provides leadership for the Marketing and Communications Team. They will oversee the planning & delivery of RHSU's Marketing and Communications team and ensure workflow is appropriately managed to allow wider teams to deliver their goals.

The individual will work with the Head of Community Engagement to support the organisation ensuring all teams have cohesive, data-driven, marketing and communications plans that include consistent branding across a variety of marketing channels and drive engagement across the range of services offered by RHSU.

Strategic Alignment: The role will make a significant contribution to the overall strategic success of the organisation. Ensuring we have effective ways to speak with our members. Allowing them to get the best out of the Union and their University experience.

In particular, the Marketing and Communications Manager will support the use of data and insight for all teams across RHSU to ensure we are truly data driven and utilise effective marcomms in all that we do.

The Marketing and Communications Manager will play a critical role in delivery of our new strategic themes:

- Building Communities for all Students
- Building Stronger Student Voice and Representation
- Providing Inclusive Activity and Spaces
- Providing Advice and Advocating for Students

Key Deliverables.

Management of Service Delivery

- To manage RHSU's marketing and communications planning process across the organisation to positively impact the Union's reputation, internally and externally.
- Manage a team of specialist and individual roles to ensure they have the capability to deliver the service objectives.
- Build relationships with internal teams to deliver effective student-focused campaigns and events.
- To evaluate and develop RHSU's brands through data-driven, integrated marketing techniques, maximising opportunities to engage members and stakeholders e.g. the University.
- Support the organisation's crisis management communications deployment, working with the Senior Leadership Team to plan the crisis management approach.
- Manage our public relations activity, coordinating closely with Royal Holloway's PR team and media contacts.

Marketing and Communication

- Provide marketing and communications guidance to teams across the organisation in order to drive forward and successfully deliver their Annual Operating Plans.
- Utilise data, technology and segmentation to enhance the communications offering of the Students' Union through targeted and personalised messaging.
- Ensure all design and visual identity is effectively managed and meets the organisation's brand guidelines and style guide.

- Supervise and/or manage team members in line with the organisation's policies and procedures, supporting them to grow personally and professionally.
- Ensure that marketing campaigns appeal to and reach those underrepresented in the student community and that activity seeks to tackle barriers and challenges people may face when getting involved with the Students' Union.
- Take responsibility for the standards of the Marketing & Communications team, ensuring the brand is applied consistently across all digital and print design work.
- Directly manage a budget of c£240k, in line with the organisation's scheme of delegation and financial procedures. Provide proof reading as required.

Web, Digital and Data

- Utilising a digital-first approach, and aligned to the organisational approach to systems, identify and implement new technologies that improve the effectiveness and efficiency of the Union's marketing efforts.
- Oversee the development of a best-in-class web presence for the Students' Union ensuring it meets Web Content Accessibility Guidelines (WCAG) version 2.1 AA standard.
- To have responsibility for ensuring that marketing and communications campaigns are responsive to student interests and needs, using data collected from Student Voice and through student Representatives, to inform approach.

Health and Safety Management

- To have overall responsibility for Health and Safety matters within the team, ensuring that the Union's Health and Safety Policy and appropriate legislation and best practice is adhered to by both staff and student leaders. technologies that improve the effectiveness and efficiency of the Union's marketing efforts.
- Comply with and actively promote relevant health, safety and wellbeing policies, seeking to minimise hazards for others and nurture a healthy organisation.

Ethical and Environmental Management

- To provide leadership of equality of opportunity, challenging discrimination, championing diversity and promoting inclusiveness.
- To provide leadership of ethical and environmental issues and compliance with relevant legislation and Union Policy.
- To identify and achieve best practice models for ethical and environmental management as appropriate.

Other Duties

- To attend appropriate meetings and develop reports as and when required by the Union.
- To abide by the Union's Constitution, policies and procedures and all relevant University policies and regulations at all times.
- To contribute to the positive image of the Union with students, the University and the local community.
- To undertake other tasks and responsibilities compatible with the level and nature of the post as required by the Chief Executive Officer.

Person Specification.

EDUCATION AND TRAINING

ESSENTIAL DESIRABLE

Educated to degree level or appropriate management or professional qualification equivalent.	X	
Relevant qualification in Marketing or data analytics or evidence of proactively working towards/willingness to obtain.		X

EXPERIENCE

Experience managing a marketing and communications team within a similar-sized organisation.	X	
Developing and delivering data-driven strategic marketing activity from conception through to delivery.	X	
Experience of managing and coordinating the outputs of the marketing mix and the day to day delivery of work flows.	X	
Experience building strong and influential stakeholder relationships across different sectors.	X	
Experience of marketing different products or services within similar industries or across different sectors.	X	
Experience of delivery and advising on crisis communications for a similar-sized organisation.		X
Experience of implementing digital technologies to streamline services, find efficiencies and be more data-led in decision making.		X

KNOWLEDGE

Knowledge of structures, issues, and trends affecting higher education, students' unions and the wider charity sector.	X	
Knowledge of key relevant legislation particularly relating to marketing, advertising and data protection, for example the Data Protection Act 2018 and Privacy and Electronic Communications Regulations.		X

SKILLS AND ABILITIES

ESSENTIAL DESIRABLE

An understanding of metrics, customer analytics and their impact on business processes.	X	
A digital practitioner with a passion for using technology, data and insight to improve and streamline services.	X	
Excellent written communications skills with a high level of accuracy and attention to detail and strong presentation and report writing ability.	X	
Ability to work well under pressure, to be flexible and adapt to changes in priorities.	X	

VALUES, ATTITUDES & PERSONAL STYLE

Student Focused: everything we do will have students at the heart of it.	X	
High Quality: your expectations are high & we must exceed them	X	
Inclusive: we will offer a diverse range of activities and services which are fulfilling and accessible.	X	
Brave: we should be bold and not afraid to challenge the status quo.	X	
Trustworthy: we will ensure that we are transparent, honest and fair in what we say and do.	X	

Next steps.

Simply head over to su.rhul.ac.uk/jobs, navigate to the role you'd like to apply for and fill in your contact details. Remember to add your CV and covering letter at this point when requested by the system.

We can't accept any applications that are sent direct by email so you need to ensure it all goes through our online portal. After applying we'll be in contact via email using the address you used when filling in the application form.

Finally, we wish you the best of luck in your application. If you have any questions, you can email us at surecruitment@su.rhul.ac.uk.

The legal stuff.

All positions are subject to applicants making themselves available to attend interviews, inductions and training days.

Successful applicants will need to submit proof of eligibility to work in the UK before employment. The document submitted will be photocopied and held in accordance with the Data Protection Act 2018 and UK GDPR. This will be done after an offer of employment is made.



Data protection when applying for a role at RHSU.

We're committed to data protection and it's important to know what's happening with your data when you apply for a job role. That means we'll only use the information you supply for the purposes of progressing your application (or to fulfil legal or regulatory requirements if necessary) and we'll never share your information with any third parties for marketing purposes or store it outside of the European Economic Area.

For detailed information on data protection during the recruitment process head over to su.rhul.ac.uk/privacy.

Equal opportunities.

We're committed to ensuring our workforce accurately reflects the diversity of the world we live in. We positively encourage applications from all individuals irrespective of their gender, age, home country, ethnic background, sexuality, religious beliefs or disability.

All candidates will be treated equally and all appointments made on merit. If you have any questions about any of the roles, please don't hesitate to get in touch with us at surecruitment@su.rhul.ac.uk.