



## Role Profile: Communications & Engagement Coordinator

<b>Job title</b>	Communications & Engagement Coordinator
<b>Working hours</b>	35 hours per week (to be worked flexibly) <b>Fixed Term: July 2026 – July 2028</b>
<b>Salary</b>	Grade B £26,586 to £30,142
<b>Reporting to</b>	Communications Manager
<b>Direct reports</b>	Student staff and volunteers

### Role Purpose:

To ensure students understand, engage with and trust the Guild's work through clear, accessible and impactful communications. The role ensures student representatives are visible, students feel informed and engaged, and staff are aligned through internal communications - protecting and enhancing the Guild's reputation.

### Key Accountabilities:

- Deliver engaging, high-quality communications across Guild channels that increase student awareness and understanding of the Guild's work.
- Lead the planning and delivery of communication campaigns that showcase student voice, Officer priorities and real impact.
- Support the delivery of clear, consistent and joined-up internal communications that keep staff, Officers and student representatives informed and aligned.
- Protect and strengthen the Guild's reputation through responsible, inclusive and on-brand communications.
- Use insight, data and feedback to continuously improve the effectiveness, reach and relevance of communications
- Build strong relationships with stakeholders to enable effective communication and amplify student-led activity.

### Key Responsibilities:

#### Delivery

- Produce clear, engaging content across our core channels (including web, social, screens and internal platforms), ensuring students and staff understand what the Guild does and why it matters.
- Proactively work with the Social Media Coordinator and Digital Marketing Coordinator to align content and campaigns, identifying opportunities for cross-channel collaboration and amplification.
- Deliver our storytelling approach, placing students at the heart of our communications.

- Showcase student voice, representatives' priorities, and opportunities to get involved.
- Turn complex topics (e.g. governance, representation, services) into accessible and engaging content for student audiences.
- Take ownership of assigned communication channels, ensuring consistent, high-quality output and ongoing improvement in reach and engagement
- Contribute to campaign planning within the Guild's project (POD) model, ensuring communications are embedded from the outset and supporting effective project management.
- Ensure all communications are accurate, inclusive, accessible and aligned with the Guild's brand and values.
- Support the delivery of internal communications in partnership with relevant teams, ensuring colleagues are informed and connected
- Contribute to media and press activity, including drafting statements and supporting responses on key issues, plus taking a proactive approach to spotting stories and pitching externally.
- Support the effective moderation and management of digital channels, maintaining a safe and respectful online environment.
- Support and coordinate the contribution of student staff and volunteers involved in communications activity.
- Encourage and enable others to contribute content, building confidence and capability across the organisation.
- Take a proactive approach to identifying stories, opportunities and campaigns that raise awareness of the Guild's impact.
- Contribute to a consistent end-to-end brand experience across channels and touchpoints.

## Stakeholders

- Work collaboratively with Guild staff, Officers and student leaders to shape and deliver effective communications that support shared goals.
- Support and upskill staff and student representatives to create clear, engaging and consistent communications.
- Take a proactive approach to identifying opportunities to improve student engagement, working with stakeholders to shape effective and impactful approaches.
- Build and maintain strong relationships across the University to support joined-up campaigns and amplify impact.
- Work with student contributors to ensure authentic student voice is reflected.
- Liaise with external partners (e.g. agencies, freelancers, media contacts) where required.
- Act as a positive advocate for the Guild's brand and values, ensuring it is represented consistently and authentically when working with internal teams, students and University partners.

## Insights and Continuous Improvement

- Use data, feedback and insight to evaluate and improve communication activity, channels and campaigns, for both staff and students.
- Contribute ideas and creative approaches to increase engagement and visibility of the Guild's work.
- Stay informed on sector trends and best practice to support continuous improvement.
- Support the development of a consistent and engaging tone of voice across marketing activity.

## Compliance and Other

- Ensure all communications comply with relevant policies, legislation and regulatory requirements (including data protection, media law and freedom of speech duties).
- Actively engage in student-facing projects and activities of all kinds as required.
- Be an enthusiastic advocate for student leadership and the organisation's values.
- Maintain own professional networks and promote the Guild on a local and national level.

## Role Scope:

- Makes day-to-day decisions on content, channels and campaign delivery, within agreed priorities and guidance from the Communications Manager.
- Contributes to communication and channel content planning for projects and campaigns, but is not responsible for setting overall strategy.
- Has organisation-wide impact, with communications reaching the full student body and influencing awareness, engagement and reputation.
- Works across multiple stakeholders, often balancing competing priorities and translating complex or sensitive information into clear, accessible content.
- Coordinates and supports student staff and volunteers contributing to communications activity, supporting with line management, but not owning it.
- Contributes to the management of communications and reputational risk, supporting responses as required, with strategic oversight and decision-making held by the Communications Manager.

## Success Measures:

- Students are more aware of, and engaged with, the Guild's work, opportunities and impact.
- Communications are clear, consistent and trusted by students, staff and stakeholders.
- Campaigns effectively showcase student voice and demonstrate meaningful change.
- Strong, collaborative relationships exist across the Guild and with University partners.
- Communication channels show sustained improvement in reach, engagement and effectiveness.
- Student contributors and representatives feel confident and supported to share their voice and lived experiences.

## Person Specification

	Essential	Desirable
<b>KNOWLEDGE &amp; EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience delivering communications across digital channels (e.g. web, social, internal).</li> <li>• Experience writing with press or working with media, including drafting press releases or reactive comments.</li> <li>• Experience content for different audiences.</li> <li>• Experience working with stakeholders to plan and deliver communications.</li> <li>• Experience managing projects or campaigns to set deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a students' union, charity or educational organisation.</li> <li>• Experience in proactive PR and media outreach.</li> <li>• Experience working with students, reps or volunteers.</li> </ul>
<b>SKILLS &amp; ABILITIES</b>	<ul style="list-style-type: none"> <li>• Strong writer who can adapt tone for different audiences.</li> <li>• Able to simplify complex or sensitive topics clearly and confidently.</li> <li>• Organisation and project management.</li> <li>• Builds positive, effective working relationships.</li> <li>• Uses data and feedback to improve communications.</li> <li>• Confident using digital tools and platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Design or video content skills (e.g. Canva or similar).</li> <li>• Experience supporting others to create content.</li> <li>• Able to contribute ideas to campaigns or planning.</li> <li>• Supervising and mentoring others.</li> </ul>
<b>VALUES &amp; BEHAVIOURS</b>	<ul style="list-style-type: none"> <li>• Lives the Guild's values - working collaboratively, being radically inclusive and empowering others.</li> <li>• Comfortable working in a democratic, student-led environment.</li> <li>• Proactive and takes initiative.</li> <li>• Open to feedback and continuous improvement.</li> </ul>	