

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



RECRUITMENT PACK: COMMUNICATIONS COORDINATOR

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@SURHUL

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 nagging academic issue, campaigning for changes on campus, or putting 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. As part of our new strategy, Building Community, Leading Change, you'll play a key role in helping us deliver on our mission and make a real impact on students' lives.

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 over 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 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	Olivia Davies
Vice President Education	Matthew Paterson
Vice President Wellbeing & Diversity	Vaishnavi Vajja
Vice President Societies & Sport	David Gallardo González
Student Trustees	
	Tomasz Ostrowski
	Poppy Coates
	Fatima Sorrentino
Lay Trustees	
	Lydia Halls
	Mike Johnson
	Rory Shanks
	Nicholas Yassukovich
	Helen Beurier

Our management.

The Chief Executive Officer is responsible for providing effective strategic and operational leadership to ensure the successful delivery of RHSU's mission, vision, and organisational priorities.

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 Officer 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 an average of 250 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 and Building Services; Finance and Resources.

Community Engagement.

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

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 and Building Services.

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

These services enable us to employ an average of 250 student staff who gain valuable transferable skills, as well as lifelong friendships.

We also run a weekly Market Day during term time featuring 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 25-26 officers.

Each year, the student body elects four Sabbatical Officers to work full-time in the Students' Union for one year.

These Officers take the lead on a wide range of issues affecting student life. They listen to student voices, run impactful campaigns, and collaborate with key stakeholders to drive meaningful policy change.

RHSU Priority 8 ensures that the Union's work is shaped directly by students. Rather than relying solely on Officer manifestos, students vote on the issues that matter most to them. The eight most important themes, chosen through this process, become the core priorities that Sabbatical Officers focus on throughout the year—ensuring the Union remains truly student-led.



Olivia Davies 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.

Matthew Paterson 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.

Vaishnavi Vajja 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.

David Gallardo González 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're proud to be delivering our 2024–2027 strategy:
Building Community and Leading Change.

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

Our strategic plan and its aims will drive us forward in our mission to make student life better at Royal Holloway. Underpinning that work are our strategic enablers. We are recruiting and retaining staff who share our mission and values, investing in our physical and digital infrastructure to better support our members and staff, and strengthening our governance to ensure financial sustainability now and into the future.

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 extra 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 Leadership Team

- Chief Executive Officer**
Tony Logan
- Head of Community Engagement**
Dan Curran
- Head of Finance & Resources**
Min Chauhan
- Head of Commercial Operations**
Vacant

Staff Team



COMMUNITY ENGAGEMENT

- >> Student Opportunities**
 - Student Opportunities Manager
 - Societies Coordinator
 - Sports Club Coordinator
 - Student Opportunities Project Coordinator
- >> Advice Centre**
 - Advice Centre Manager
 - Student Support Adviser
 - Student Support Adviser
- >> Student Voice**
 - Change and Insight Manager
 - Research and Insight Coordinator
 - Academic Communities Coordinator
 - Community Engagement Coordinator
- >> Marketing and Communications**
 - Marketing and Communications Manager
 - Graphic Designer
 - Graphic and Web Designer
 - Communications Coordinator
 - [Communications Coordinator](#)

COMMERCIAL AND BUILDING SERVICES

- >> Commercial Development**
 - Commercial Development Manager
 - Deputy Retail Manager
 - Retail Duty Manager (x3)
 - Retail Assistant (x3)
 - Partnerships and Projects Coordinator
- >> Venue and Events**
 - Venue and Events Manager
 - Deputy Venues Manager
 - Assistant Venues Manager
 - Venues Technician
 - Membership Events Coordinator
- >> Packhorse Pub**
 - Packhorse Manager
 - Deputy Manager
 - Assistant Manager
 - Packhorse Grill Chef
- >> Building Services**
 - Building Services Manager
 - Facilities and Maintenance Coordinator
 - Helpdesk Coordinator

FINANCE AND RESOURCES

- >> Finance**
 - Finance Manager
 - Senior Finance Coordinator
 - Finance Coordinator
 - Finance Administrator
 - Commercial Systems Administrator
- >> Human Resources**
 - HR Manager
 - Senior HR Adviser
 - HR Coordinator
 - HR and Training Coordinator

Vacant

*Chart shows permanent staff team only

A LITTLE ABOUT US

900

EVENTS HELD ACROSS OUR VENUES

165

SOCIETIES AND SPORTS CLUBS

3843

STUDENT GROUP MEMBERS

386

ACADEMIC REPS

1200

STUDENT CASES DEALT WITH BY OUR ADVICE CENTRE

300+

STUDENT STAFF

51

PERMANENT STAFF

£808,021

01/08/23 - 31/07/24

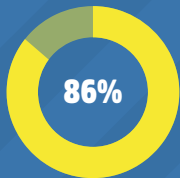
PAID TO STUDENT STAFF, PUTTING MONEY STRAIGHT BACK INTO THEIR POCKETS

CONGRATS!



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

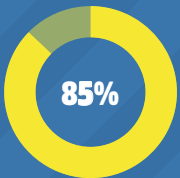
3,473 votes cast in the Leadership Elections



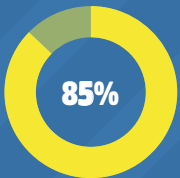
Staff say they can work flexibly when appropriate



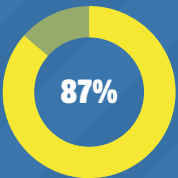
Staff feel colleagues trust and respect each other



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

Results taken from our 2025 Employee Engagement Survey

Communications Coordinator

Department(s)	Community Engagement
Team:	Marketing & Communications
Responsible To:	Marketing and Communications Manager
Repsonsible For:	Some casual student staff roles from time to time including photographers, communications assistants, graphic designers, web developers and marketing assistants.
Contract Type:	Permanent, full time
Office/Hybrid	Hybrid Working Policy in place with guiding principle of 60% office based (role dependent).
Hours of Work:	35 hours a week. Some unsociable hours will be required to support projects and events across the year.
Salary:	£28,568 (Grade 4) Salary is subject to RHSU's Pay & Reward Policy, which includes an opportunity for annual pay progression.
Purpose of Role:	This role will support the delivery of Royal Holloway Students' Union's internal and digital communications strategy. While working alongside the wider marketing team, the postholder will lead on our student and staff newsletters, email campaigns, website content, and internal-facing communications. They will also support campaign planning and act as the main liaison for aligning messaging with the University comms teams. They will ensure our student members and staff are kept informed in a timely, accessible, and engaging manner, helping everyone understand and engage with the full breadth of RHSU's services, campaigns, and activities. They will be responsible for creating engaging content that resonates with our members, strengthening our brand proposition, increasing engagement, and supporting the continued growth of the Union.

Strategic Alignment

This role plays a key part in achieving the Students’ Union’s strategic priorities by ensuring that communications are clear, timely, and engaging — helping students and staff feel connected to the work and purpose of RHSU.

By taking ownership of staff and student-facing channels, including newsletters, website content and email campaigns, the postholder will help students make the most of their university experience by keeping them informed about opportunities, services, and support. They will also ensure our communications are inclusive and representative of the diverse student community.

Crucially, this role will maintain close coordination with the University communications teams to align messaging and maximise impact ensuring that RHSU’s voice is present and relevant in the wider institutional narrative.

Departmental plans

The role will contribute significantly to projects across the entire organisation to achieve our strategic aims.

It will play a key role in planning and delivering communications that help students understand, access, and benefit from Union services.

Key Responsibilities

Content Management and Communications

- Lead on the planning, creation, and distribution of student and staff newsletters, ensuring content is timely, relevant, and engaging.
- Develop and manage email marketing campaigns to students, using audience segmentation and performance data to drive engagement.
- Take ownership of student-facing website content, ensuring accuracy, clarity, and alignment with RHSU’s strategic goals.
- Support the delivery of Union-wide campaigns, crafting messaging across key digital channels.
- Work with colleagues and Sabbatical Officers to source and write impactful content that informs and inspires engagement with RHSU.
- Collaborate with stakeholders across the Union to gather information and translate it into clear and accessible copy.
- Contribute to the creation and scheduling of content that supports the Union’s strategic objectives and values.
- Work with the Marketing and Communications Manager to deliver an annual approach to internal communications for RHSU, ensuring this is linked to the strategy and annual planning cycle.

- Attend meetings with the University communications teams to ensure alignment of messaging and timing across internal channels.

Brand Management

- Ensure that all internal and external communications maintain a consistent tone of voice and align with RHSU’s brand guidelines.
- Champion inclusive and accessible language across internal content.
- Support quality control processes for published content on the website, newsletters, and email campaigns.
- Identify opportunities to improve the student user journey through content design and structure.

Digital and Data

- Use email and web analytics to track performance, engagement, and reach — reporting on key metrics and using insights to improve future campaigns.
- Utilise segmentation and A/B testing to optimise email content and delivery.
- Regularly audit and update RHSU’s website to ensure it remains user-friendly, relevant, and strategically aligned.
- Support the administration of the MSL content management system in collaboration with the wider team.

Health and Safety Management

- 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 support the organisation in equality of opportunity, challenging discrimination, championing diversity and promoting inclusiveness.
- To support delivery of work related to ethical and environmental issues and compliance with relevant legislation and Union Policy.

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.

Requirements
Candidates/post holders will be expected to demonstrate the following.

EDUCATION AND TRAINING	ESSENTIAL	DESIRABLE
Educated to degree level in a relevant subject such as marketing, communications, journalism, media, English, or a related field, or equivalent practical experience.	x	
EXPERIENCE		
Strong copywriting and editing skills with a flair for clear, engaging internal communication.	x	
Experience managing regular newsletters or internal updates, ideally for large, diverse audiences..	x	
Demonstrable experience using email marketing platforms (e.g. Mailchimp, Campaign Monitor).		x
Experience using content management systems to update and maintain website content.	x	
Experience managing communication projects with multiple stakeholders.	x	
Understanding of digital channel best practices, including accessibility and inclusive language.		x
KNOWLEDGE		
Knowledge of structures, issues, and trends affecting higher education, students' unions and the wider charity sector.	x	
Knowledge of email scheduling tools e.g. Campaign Monitor, Mailchimp, HubSpot.		x
SKILLS & ABILITIES		
A clear grasp of the English language, using this to write clearly, concisely and professionally.	x	
Highly creative content producer with attention to detail and the ability to proof-read, sub-edit and write engaging copy.	x	
Ability to creatively input into marketing materials and campaign development.	x	
Highly organised with the ability to multitask and juggle multiple competing deadlines.	x	
Ability to shoot and edit high-quality video content and photography. accessible.		x
Proficiency with the Adobe Suite, in particular Premiere Pro and After Effects.		x

VALUES, ATTITUDES AND PERSONAL STYLE

ESSENTIALDESIRABLE

We're a values-led organisation, which means we're keen to attract applicants who share our priorities. We're keen to hear about times you've demonstrated the following:

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

Next steps.

Applying for the Role.

Applications should consist of a CV accompanied by a covering letter of no more than two pages. Apply via the link on the website. The CV should address the criteria in the Job Description and Person Specification; the covering letter should cover why you feel you are the right person for this role.

The deadline for receipt of applications is strictly:

Tuesday 14 October 2025

Interview will be held with RHSU on:

Monday 20 October

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 opportunitites.

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.