

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



RECRUITMENT PACK: **VENUES 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 nagging 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. 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!



Contents.

02 WELCOME.

04 A BIT ABOUT US.

08 OUR OFFICERS.

10 OUR STRATEGY.

11 OUR VALUES.

12 BENEFITS.

14 OUR STRUCTURE.

17 THE ROLE.

23 NEXT STEPS.

A bit about us.

The Students' Union is a student-led organisation that represents 12,000+ students at Royal Holloway, University of London. The activities and services we offer are really wide-ranging and include things like supporting 150+ student-led sports clubs and societies, and ensuring academic representation on every course. 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 trading 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 a separate 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 external 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
External Trustees	Lydia Halls Mike Johnson Mobin Rana 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 the Students' Union. 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 management team who has specific responsibilities for implementing the day-to-day management of Membership Engagement, Trading Services, Marketing & Communications, HR and Finance.

We employ a full-time team of c. 50 permanent staff and 300 student staff. Last year, we paid over £860k 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 trading 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.

This means that the sabbatical officers sit on university committees and pass on students' opinions about decisions and changes. They also meet with the local council and other stakeholders to tell them what students think on certain issues.

Our services.

We're pretty active across campus supporting 150+ sports clubs and societies, representing students and their views, running our independent Advice Centre, serving up subs in Tommy's Kitchen, hosting events across Medicine and the SU Venue and providing a convenient place to shop for groceries.

Our departments.

We have four distinct departments: Membership Engagement; Trading Services; Marketing and Communications; HR and Finance.

Membership Engagement.

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

All the administration for sports clubs and societies, academic course representation and our annual Leadership Elections are just a few things run through here.

Trading Services.

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

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

Finance & HR.

This department is responsible for processing the £6 million annual turnover that the organisation generates, ensuring we remain on a stable financial footing. They also support our HR function who are tasked with the recruitment of our staff team.

Marketing & Communications.

Getting our message out to our members in the spaces in which they operate is key to our success. It's the job of this department to know what to say and when to say it, ensuring we look great while doing it.

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 College 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 mission is simple: **we're here to make student life better at Royal Holloway.**

We will be launching our brand new strategy for the 2024-25 academic year, centred around four key strategic aims:

1. Building Communities for all Students
2. Building Stronger Student Voice and Representation
3. Providing Inclusive Events and Spaces
4. Providing Advice and Advocating for Students

But we don't simply focus on what we do, we also care about how we do it and recruiting the right people is critical to our achievement of this.

Our new strategy document is still in the works but you can view our current strategy at su.rhul.ac.uk/strategy.



Our values.

Underpinning our strategy, we have five core values that staff are expected to live and breathe. They guide our day-to-day decisions and the behaviours that we champion.

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.

Benefits.

Get that work-life balance right.

It's vital to us that our staff can enjoy life outside of work, so we've built an annual leave package and flexible working arrangement that stands up as one of the best in the sector.

You'll get 22 days of annual leave (rising by one day each year up to a maximum of 27 days), bank holidays, and up to seven discretionary days over the festive period. We'll also give you a bonus day off to celebrate your birthday and half a day to celebrate a 'milestone moment' e.g. special anniversary, graduation, first day of school, or welcoming a new pet.

Hybrid working + flexible leave.

We operate a hybrid working policy where employees are expected to spend at least 60% of their working time on-site (this may be higher depending on the operational requirements of the role). You can also expect a flexible approach to working arrangements over the summer.

As part of our efforts towards becoming a more inclusive employer, our new leave policy allows a more flexible approach to bank holidays and discretionary days for employees who wish to celebrate other faith-related events, without the need to use their annual leave entitlement.

Personal development.

We're all about professional development here at the SU, so we put aside a specific training and development budget to ensure you can build your knowledge and be set up for future success. We offer up to 2.5 days of development leave for staff to study, volunteer or pursue other initiatives.



Financial support tools.

We are signed up to Wagestream, meaning our staff have access to a range of free financial support tools, built around flexible pay. This includes access to up to 50% of your 'earned' wages at any time should you need it. On top of this, we also offer:

- 18 weeks full pay maternity leave
- 4 weeks full pay partners leave (with an additional two weeks at 50% pay)
- Fertility leave
- Life assurance
- Employee assistance programme
- Free eye tests
- Cycle to work scheme and season ticket loan
- Access to SU events
- Free car parking
- Relocation assistance package (up to £1000)

RHSU Rewards.

As a staff member, you'll benefit from a 10% discount at our venues and earn loyalty points which can be redeemed against future purchases. We also offer free soft and hot drinks from our bar if you fancy an afternoon pick-me-up.

Student discounts.

Finally, with a university email address, you'll have access to a world of student discounts and special offers through the likes of UNiDAYS and Student Beans. Whether you're after a new outfit, top tech or food delivered straight to your door, there is bound to be a code waiting for you.

Our structure.

Senior Management Team

Senior Leadership Team

Chief Executive Officer

Tony Logan

Chief Operations Officer

Max Ross

Head of Finance & Digital Transformation

Katie Marriner

Head of Membership Engagement

Dan Curran

Deputy Head of Finance

Taina Nicolicin

Deputy Head of People

Angelika Martyna

**Deputy Head of Marketing,
Communications & Insight**

Stu Baillie

Deputy Head of Venue Operations

Frankie Foley

Vacant

*Chart shows permanent staff team only

Staff Team



>> 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 Communications Coordinator

Senior Design & Digital Coordinator

Advertising & Media Sales Coordinator

Social Media Coordinator

Graphic Designer

>> Finance.

Senior Finance Coordinator

Finance Coordinator (x2)

>> Human Resources.

Senior HR Advisor

HR & Training Coordinator

>> Entertainment & Events.

Entertainment & Events Manager

Membership Events Coordinator

Tech & Events Coordinator

>> Licensed.

Venues Manager

Venues Assistant Manager (x3)

The Packhorse General Manager

The Packhorse Deputy Manager (x2)

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

A LITTLE ABOUT US

900

EVENTS HELD ACROSS OUR VENUES

161

SOCIETIES AND SPORTS CLUBS

4065

STUDENT GROUP MEMBERS

298

ACADEMIC REPS

749

STUDENT CASES DEALT WITH BY OUR ADVICE CENTRE

300+

STUDENT STAFF

50

PERMANENT STAFF

£662,742

01/08/23 - 30/04/24

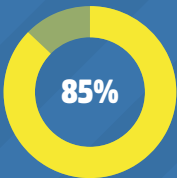
PAID TO STUDENT STAFF, PUTTING MONEY STRAIGHT BACK INTO THEIR POCKETS

CONGRATS!

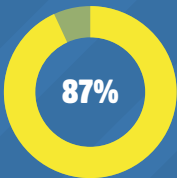


AWARDS HANDED OUT ACROSS COLOURS BALL SOCIETY AWARDS, AND REP AWARDS

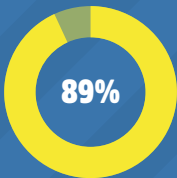
12,822 votes cast in the Leadership Elections



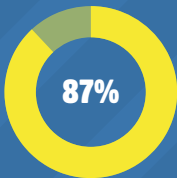
Staff feel they receive support and encouragement from colleagues at work



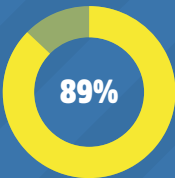
Staff feel colleagues trust and respect each other



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



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



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

Senior Communications Coordinator

Responsible To:	Deputy Head of Marketing, Communications & Insight
Responsible For:	Social Media Coordinator Student Communications Assistants Student Photographers
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:	£32,060 - £35,786. Candidates are usually expected to start on the lower end of the salary bracket.
Purpose of Role:	The post holder will develop and deliver RHSU's communications plan across all digital and print outlets. Leading the planning and execution of communications campaigns, the postholder will strengthen our brand proposition, increase engagement, and support the continued growth of RHSU through our new Building Community, Leading Change strategy.
Strategic Alignment	This role will make a significant contribution to the overall strategic success of RHSU, ensuring that our members are kept well-informed about what the Union does.

Key Deliverables.

Content Management and Communications

- Be responsible for the Communications team, ensuring communications content is innovative, timely and focused on our members.
- Working with the Deputy Head of Marketing, Communications & Insight, develop and maintain targeted communications plans to deliver high-quality content for the Union's digital and print channels.
- Ensure that RHSU communications appeal to and reach underrepresented communities, considering barriers and challenges students may face when getting involved with the Students' Union.
- Proactively manage 'communications' requests received via Asana, supervising and coordinating individual projects and campaigns from conception to delivery.
- Oversee the Social Media Coordinator to ensure consistency of brand messaging across campaign delivery.
- Handle customer enquiries received via email to the Students' Union and Marketing inboxes.
- Act as the organisation's key comms contact, working with key stakeholders within the Students' Union and beyond, to identify opportunities for content generation and potential partnerships.
- Provide advice and guidance to staff and officers regarding projects, campaigns and creative ideas to drive awareness and engagement at key touchpoints.
- In line with the Union's strategic objectives and values, deliver relevant training to support and empower fellow staff stakeholders in the art of content creation.
- Ensure the latest marketing trends, techniques, and innovations are implemented into daily practice across the team.

Brand Management

- Ensure the quality and consistency of content produced across the Marketing, Communications & Insight team meets the set quality standards.
- Work to develop and protect the Union's brand and tone of voice, ensuring adherence to brand guidelines from staff and contributors.
- Advise on emerging digital trends and identify potential new communication tools.

Digital First Ambition

- Regularly audit the Students' Union website and app to ensure content is up-to-date and user friendly.
- Alongside the Deputy Head of Marketing, Communications & Insight, take a lead on the administration of the MSL content management system, including creation of products and tickets to support events and campaign delivery.
- Analyse data and trends to fuel growth via data-informed decision-making.
- Use audience segmentation to deliver tailored communications that offer a personalised experience to RHSU members.

Staff & Financial Responsibilities.

- Recruit and induct staff within the organisation as appropriate.
- Supervise and/or manage team members in line with the organisation's policies and procedures, supporting them to grow personally and professionally.
- Work within an agreed budget, in line with the organisation's scheme of delegation and financial procedures.

Staff & Financial Responsibilities.

- Comply with relevant equality and diversity policies, promoting a healthy working environment where all individuals are valued.
- Comply with relevant health and safety policies, seeking to minimise hazards for others.
- Support the development and implementation of sustainability initiatives within the organisation.
- Comply with relevant data protection policies, ensuring General Data Protection Regulations are considered when making plans and decisions.
- Establish and maintain excellent working relationships with students, volunteers, staff and individuals outside of the Students' Union (for example the University).
- Comply with the Students' Union's constitution and other governing documents, recognising and celebrating the contribution of members to leading our work.
- Work as part of a wider team, undertaking any other reasonable duties appropriate for the grade that may be required by the organisation.

Person Specification.

EDUCATION AND TRAINING	ESSENTIAL	DESIRABLE
Undergraduate degree or equivalent experience in marketing or communications.	x	
A professional CIM qualification or equivalent.		x
EXPERIENCE AND KNOWLEDGE		
Experience of planning and producing high-quality content for a range of channels including website, email and social media.	x	
Experience of developing targeted communications plans to increase awareness and engagement across digital and physical channels.	x	
Experience of coordinating marketing requests and liaising with key stakeholders to ensure effective project management.	x	
Experience of managing social media networks e.g. Instagram, TikTok, Facebook, Twitter, YouTube, LinkedIn.	x	
Experience of using email scheduling tools to support campaign delivery e.g. Campaign Monitor, Mailchimp, HubSpot.	x	
Experience of using dynamic content and A/B testing to ensure data-informed decision-making.		x
Experience of using content management systems.	x	
Experience of using Google Analytics to track website traffic and performance metrics.		x
Experience of managing staff, either on a full-time, part-time or voluntary basis.		x
Understanding of digital marketing, customer engagement, online behaviours and trends.	x	
Experience working in the higher education sector and/or knowledge of the student market, including sector trends.		x
SKILLS AND ABILITIES		
Excellent written and verbal communication skills with the ability to communicate with people at all levels.	x	
Highly organised with the ability to prioritise and work well under pressure.	x	
Ability to handle customer enquiries, including complaints, in a professional and timely manner.	x	
Ability to shoot and edit high-quality video content and photography.		x
Proficiency with the Adobe Suite, in particular InDesign, Illustrator and Photoshop.		x
VALUES		
Student Focused: Everything we do will have the students at the heart of it.	x	
High Quality: Expectations are high, and 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.