

## Casual Staff Role: Job Description & Person Specification

### Section 1: Key Information

Job Title	Communications Assistant
Department	Marketing & Communications
Team	Communications
Responsible to	Senior Communications Coordinator Social Media Coordinator
Responsible for	N/A
Contract type	Zero Hours (in accordance with the needs of the organisation)
Hours of work	Up to 20 hours per week
Hourly Rate of Pay	£11.54
Purpose of role	To provide support to the Marketing, Communications & Insight team through the creation of engaging content for the SU website, email and social media channels.

## **Section 2a: Key Deliverables**

To help make this job description as clear as possible, we've included three examples of the type of work/jobs you'll be asked to do on a regular basis as part of this role.

- Develop and schedule a calendar of social media posts to promote events, services and promotions across the organisation.
- Create and schedule blog and email content to raise awareness and engage students with the latest campaigns, events and promotions taking place in our venues.
- Work with key stakeholders, both internally within the Students' Union and externally across campus, to identify opportunities for content generation.

## **Section 2b: Organisation Wide 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 with 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.

### Section 3: Person Specification

<b>Education &amp; Training</b>	<b>Essential</b>	<b>Desirable</b>
Must be a current Royal Holloway student who will also be enrolled in the 2024/25 academic year	<b>X</b>	
<b>Experience &amp; Knowledge</b>		
Experience in producing engaging content for the web, email or social media	<b>X</b>	
Experience using social media networks such as Instagram, TikTok, LinkedIn, YouTube, Facebook and Twitter to support activities	<b>X</b>	
Knowledge of social media management and analytical tools such as Sprout Social, Hootsuite and Buffer		<b>X</b>
<b>Skills &amp; Abilities</b>		
Excellent verbal and written communication	<b>X</b>	
An ability to communicate effectively and professionally with individuals from diverse backgrounds	<b>X</b>	
Highly creative content producer with great attention to detail and the ability to write and proof-read engaging copy	<b>X</b>	
Ability to shoot and edit high-quality video content and photography		<b>X</b>
Proficiency with the Adobe Creative Suite, in particular Premiere Pro, Photoshop, Illustrator and InDesign		<b>X</b>
<b>Values</b>		
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: everything we do will have students at the heart of it	<b>X</b>	
High Quality: your expectations are high, and we must exceed them	<b>X</b>	
Inclusive: we will offer a diverse range of activities and services which are fulfilling and accessible	<b>X</b>	
Brave: we should be bold and not afraid to challenge the status quo	<b>X</b>	
Trustworthy: we will ensure that we are transparent, honest and fair in what we say and do	<b>X</b>	