RECRUITMENT PACK:
SOCIAL MEDIA COORDINATOR
Welcome.

Royal Holloway Students’ Union (RHSU) is an ambitious organisation that has students at the heart of our aims: to improve their education, make campus fun, look after their wellbeing, make them more employable, and ultimately empower them to change the world around them.

The Marketing and Communications department plays a central role in delivering these aims. From crafting campaign messages on issues such as mental health awareness through to promoting our late night events, the demand for marketing services continues to increase. The result of this is a fast-paced environment, where no two days are the same.

As our Social Media Coordinator, you’ll work across the whole range of activity we deliver as a Union. From creating Instagram Reels that showcase our services to building targeted campaigns to support our large-scale events, you’ll always be faced with a new challenge ensuring your days never get boring.

As well as providing an exceptional level of customer service to members across our social media channels, you’ll be bursting with ideas for how we can take our content creation the next level. Creating high-quality and engaging content that resonates with our members, you’ll help to strengthen our brand proposition, increase engagement, and ultimately support the continued growth of the Union.

Have a look through the rest of this pack for more specific information about the role and the organisation, and if you’d like an informal chat feel free to contact me at stu.baillie@su.rhul.ac.uk.

Stu Baillie
Marketing & Communications Manager
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.

Current trustees.

President and Chair of the Board
Maia Jarvis
Shrijeet Shrey
Zee Iqbal
Hannah Hockin

Vice President of Trustees
Isaac Crosby
Molly Taylor
Tom Ridge

Student Trustees
Fang Wei
Justin O’Brien
Rory Shanks
Jane Broadbent
Peter Elliot

A bit about us.

The Students’ Union is a student-led organisation that represents 11,000 plus students at Royal Holloway University. The activities and services we offer are really wide-ranging and include things like supporting c.130 student-led sports clubs and societies, ensuring academic representation on every course, offering free and independent advice through our professional Advice Centre, putting on loads of free events with our Give It A Go programme, and running 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 College, 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 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 and Finance.

We employ a full-time team of 50 permanent staff and approximately 400 casual student staff.

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 over 130 sports clubs and societies, representing students and their views, running our independent advice centre, serving up burgers in Tommy’s Kitchen, hosting events across Medicine and the main SU building and providing a convenient place to shop for groceries.

Our departments.

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

Membership Engagement.

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

All the administration for sports clubs and societies, academic course representation and social media management are just a few things run through here.

Trading Services.

The Ronseal department. It covers every area where the Union is operating commercially, from Tommy’s Kitchen, Medicine and The Packhorse to the Union Shop and big ticket events like the Summer Ball.

They’re the biggest employers of student staff in the organisation and their small army of 300+ staff make sure the drinks keep flowing on our regular club nights which see 1600 students descend on the SU twice a week.

Finance.

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 400 strong staff team.

Marketing and 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, all the while ensuring we look great while doing it.
Our 22/23 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.

Maia Jarvis - 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.

Shrijeet Shrey - Vice President 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.

Zee Iqbal - Vice President 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.

Hannah Hockin - Vice President 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 review our strategic plan every two years to ensure we're focusing on the right areas, with our current plan taking us through to 2024 and focusing on the following five aims:

1. Improve students' education
2. Make campus fun
3. Look after students' wellbeing
4. Make students more employable
5. Empower students to change the world around them

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.

You can read the full plan at su.rhul.ac.uk/strategy.

Our values.

We have five values that people across the organisation share. They represent the expectations we have for ourselves and each other, 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.
Lap up those student discounts.

Ever get jealous you can’t get discounted Spotify? Well, that’s a thing of the past as we dish up a free TOTUM card for all staff members, opening up the door to a world of student discounts and special offers.

Talking about discounts, you’ll also get 10% off food and drink across our venues - we also do free hot drinks from the bar if you fancy a midday pick me up.

More freebies than you can shake a stick at.

Freshers’ Festival is famous for the amount of free stuff that students get their hands on and as a staff member at the SU you’ll also have a chance at getting in on the action. Free pizza, bottle openers, pot noodles, protein powder... you get the idea.

Alongside this, every staff member gets four free tickets to our Summer Ball (worth £300) which is held in Founder’s Building every June. Think of it as a huge one day festival with 3500 students, two major stages with headliners such as Rudimental and Chase and Status, food stalls, fun fair rides and more. And if you drive to work you’ll also get free parking on campus. Sometimes it’s the small things that matter most.

Benefits.

Get that work life balance right.

We’re really passionate about our staff members being able to enjoy life outside of the workplace so we’ve built up an annual leave package and flexible working arrangement that stands up as one of the best in the sector.

First up, you can forget about working over Christmas and New Year ever again as we give you up to seven discretionary days over the festive period. And, that’s on top of the 22 annual days of contractual leave you get a year (rising by one day each year up to a maximum of 27 days) plus bank holidays, for a total of at least 37 days off a year.

That’s not all. Should your birthday fall on a work day you’ll also get that off as well so you can do something fun. On top of this we also offer:

- 1pm finishes on alternate Fridays during July and August
- Assisted conception leave
- 18 weeks full pay maternity leave
- 4 weeks full pay partners leave (with an additional two weeks at 50% pay)

Away from annual leave we’ll always try and be flexible around your life where possible. Need to pick up the kids from school? We’ll look at how we can make that work. Got to get the car in for its MOT? We can sort out a late start.

There’s loads of little bits like this that come up in life and we’re always willing to ensure you don’t have to fret about what that means for your job. We’re also pretty flexible with our working day and open to discussing all options that may be on the table.
Development and training for days.

We’re all about professional development here at the SU, so we put aside specific training and development budgets to ensure you can build your knowledge and be set up for future success.

We also believe in offering academic opportunities to staff and will support you in your pursuit of qualifications. This extends to financial support alongside study leave to ensure you have the time you require to exceed and excel.

Make a difference.

You’ll be working for an organisation that tackles the big issues on campus but one that has a great time doing it. You’ll be joining a team of smart, friendly people who really care about the sector they work in where everything they do has a direct impact on the experience of over 10,000 students at Royal Holloway.

Despite the hard work, it’s a sociable environment where we value the interactions between our team, be that at our monthly coffee and pastry catch-ups or at the pub after a busy week.

Get fit and have fun.

Fancy cycling to work? We have a ride to work scheme to help you purchase a new bike for your commute - there’s also a season ticket loan scheme should you get the train in. And if hitting the weights is more your scene, we offer reduced price gym membership at the on campus sports centre.

And last but not least.

Should you live over 100 miles away, we offer a relocation assistance package of upto £1500 to individuals moving within 30 miles of Egham.

Finally, we want you to have peace of mind while working at the Students’ Union and offer a death in service benefit, the cost of which is covered by the organisation. This is equal to four times your annual salary which is paid to your nearest or nominated relation should the worst happen.
# Social Media Coordinator

**Responsible To:** Marketing and Communications Manager

**Responsible For:** Student Communications Assistant

**Contract Type:** Permanent

**Hours of Work:** 35 hours per week (excluding daily unpaid 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:** £24,308 - £27,135

**Purpose of Role:** To support the development and delivery of Royal Holloway Students’ Union’s communications plan. Working closely with the Marketing & Communications Manager, deliver highly-engaging social media content – including paid advertising – that keeps members up to date with the work of the Students’ Union.

Support campaign delivery, providing an exceptional level of customer service to members across our social media channels.

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 will make a significant contribution to the overall strategic success of the Union, ensuring that our messaging resonates with members when pursuing our big ideas.

Specifically, the Social Media Coordinator will be particularly focused on ensuring the Union is meeting our effective communication enabler.

**Departmental Plans:** The role will contribute to projects across the entire organisation.

## Key Deliverables.

### Content Management and Communications

- Working with the Marketing & Communications Manager, develop and maintain content strategies to deliver high-quality and timely content for the Union’s social media channels, including but not limited to Facebook, Twitter, Instagram and YouTube.
- Work closely with the Communications Coordinator to ensure consistency of brand messaging across campaign delivery.
- Work with key stakeholders, both internally within the Students’ Union and externally across campus and beyond, to identify opportunities for content generation and potential partnerships.
- Schedule content in line with the Union’s activities, strategic objectives, and values.
- Work proactively to source, identify, generate and research member-based content.
- Support and empower fellow staff stakeholders in the creation of content, including training and coaching student staff members.

### Brand Management

- Ensure content meets the high-quality standards our students expect.
- Work to develop and protect the Union’s brand and assure adherence to brand guidelines from staff and contributors.
- Advise on emerging digital trends and identify potential new channels.

### Digital First Ambition

- Regularly audit the Students’ Union social media channels to ensure content is up-to-date, accessible and user friendly.
- Analyse data and trends in order to fuel growth via data-informed decision-making.
- Use audience segmentation to deliver tailored communications that offer a personalised experience.
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.

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 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**

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<th>EDUCATION AND TRAINING</th>
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<tr>
<td>GCSE Maths and English or equivalent (Minimum Grade C / Grade 4).</td>
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<td>A professional Chartered Institute of Marketing qualification or equivalent.</td>
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<td>NCTJ Media Law qualified.</td>
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**EXPERIENCE AND KNOWLEDGE**

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<tr>
<td>Experience of producing social media content to an exceptional level that generates high levels of engagement e.g. Instagram, TikTok, Facebook, Twitter, YouTube, LinkedIn.</td>
<td>X</td>
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<td>Experience of using social media management and analytical tools e.g. Sprout Social, Hootsuite, Buffer.</td>
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<td>Experience of using dynamic content and A/B testing to ensure data-informed decision-making.</td>
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<td>Experience of paid advertising, including Meta Business Suite.</td>
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<td>Understanding of digital marketing, customer engagement, online behaviours and trends.</td>
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<td>Knowledge of email scheduling tools e.g. Campaign Monitor, Mailchimp, HubSpot.</td>
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<td>Experience using content management systems.</td>
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**SKILLS AND ABILITIES**

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<th>SKILLS AND ABILITIES</th>
<th>ESSENTIAL</th>
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<tr>
<td>A clear grasp of the English language, using this to write clearly, concisely and professionally.</td>
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<td>Highly creative content producer with attention to detail and the ability to proof-read, sub-edit and write engaging copy.</td>
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<td>Ability to creatively input into marketing materials and campaign development.</td>
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<td>Highly organised with the ability to multitask and juggle multiple competing deadlines.</td>
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<td>Ability to shoot and edit high-quality video content and photography.</td>
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<td>Proficiency with the Adobe Suite, in particular Premiere Pro and After Effects.</td>
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<td>Ability to take initiative, recognise and prioritise the tasks that need to be carried out.</td>
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**VALUES**

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