



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



RECRUITMENT PACK: MARKETING ASSISTANT

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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 vvv 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.



Marketing Assistant

Department(s)	Community Engagement
Team:	Marketing & Communications
Responsible To:	Marketing & Communications Manager Communications Coordinators
Contract Type:	Zero hours (in accordance with the needs of the organisation and the individual staff member). Applicants must be able to work during standard working hours on weekdays (09:00–16:30) during term time.
Hours of Work:	Up to 20 hours per week during term time (between Monday to Friday, 09:00–16:30)
Hourly rate of pay:	£12.21 per hour
Purpose of Role:	To provide support to the Marketing & Communications department in delivering key marketing, communications, and promotional activities for the Students' Union. The role will contribute to the effective delivery of campaigns, physical and digital signage, communications, and other day-to-day marketing operations.

Key Deliverables

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

- Assist in the creation and scheduling of digital communications including email newsletters, website content, and social media posts.
- Support the design and production of marketing collateral, including posters, digital screens, banners, and print materials.
- Update and maintain marketing content on the Students' Union website in line with brand guidelines.
- Help install physical signage within Students' Union venues, ensuring consistency and quality.
- Provide administrative support including assistance with print jobs, asset organisation, and campaign planning logistics.
- Contribute to team meetings, sharing ideas for campaign improvements, and providing general marketing support as required.

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.

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

EDUCATION AND TRAINING	ESSENTIAL	DESIRABLE
Must be a current student enrolled in the 2025/26 academic year.	x	
Interest/background in marketing, communications, design or related field.		x

EXPERIENCE AND KNOWLEDGE		
Interest with digital communication platforms (e.g. email marketing platforms, social media scheduling tools)	x	
Interest working in a marketing, design, or communications-related environment.		x
Interest understanding of design tools (e.g. Canva, Adobe Suite, or similar).	x	
Interest updating websites via CMS platforms (e.g. WordPress, Drupal).		x

SKILLS & ABILITIES	
Strong written and verbal communication skills.	x
Ability to follow brand guidelines and visual identity standards.	x
Strong organisational skills and attention to detail.	x
Comfortable working both independently and as part of a team	x

ALIGNMENT WITH UNION VALUES	
Student Focused: Everything we do has students at the heart of it.	x
High Quality: Your expectations are high, and we must exceed them.	x
Inclusive: We offer a diverse range of activities and services that are fulfilling and accessible.	x
Brave: We are bold and not afraid to challenge the status quo.	x
Trustworthy: We ensure that we are transparent, honest and fair in what we say and do.	x



Next steps.

Applying for the Role.

Simply head over to www.rhsu.careers, 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 deadline for receipt of applications is strictly:

Friday 31 October 2025.

Interviews will be held on week commencing:

Monday 3 November 2025.

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.

