



Commercial Marketing Assistant

Job Description

Main Purpose of job

- Plan and develop creative and innovative campaigns/promotions across all of our commercial outlets and entertainment programmes.
- Deliver and create standout campaigns, working across all marketing functions (including brand, advertising, digital, creative services, CRM, social, content, PR, etc.) aimed at driving turnover or building brand awareness in a compelling way.
- Assist in the monitoring and evaluation of commercial campaigns and promotions.
- Develop interesting and relevant content, across a number of different channels to drive engagement and support LSU's commercial operations, in order to help the organisation, reach its communication goals and objectives.

Place in the organisation

Responsible to the Director of Communications and Student Insights with direction from the Communications Manager and the Commercial team.

Key work

1. **Plan and develop creative and innovative commercial campaigns and promotions across all of our commercial outlets.**
 - Developing marketing plans that turn insight in to compelling customer propositions for LSU to attract customers and drive sales to exceed our business targets.
 - Lead on the creation of detailed campaign plans with support from the management team to ensure we deliver effective activity, on time and aligned to our priorities.
 - Work seamlessly across all LSU Commercial outlets (Bars, Events, Shops and Catering) to create specific, creative and relevant offers for Loughborough Students.
 - Support and devise plans to promote LSU's Loyalty programme to boost interactions and spend.
 - Organise regular meetings with relevant departments to plan all campaigns in a timely strategic manner and to deliver results from previous campaigns.



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Phone 01509 635000 Fax 01509 635003 www.LSU.co.uk

Loughborough Students' Union serves Loughborough University, Loughborough College and the RNIB Vocational College

- Provide support and creative guidance in planning meetings to design designated campaigns across our commercial offering.
2. **Deliver and create standout campaigns, working across all marketing functions (including brand, advertising, digital, creative services, CRM, social, content, PR, etc.) aimed at driving turnover or building brand awareness in a compelling way.**
 - Design for a variety of media including web, print, social media and email marketing to ensure we have a multi-channel strategy optimised at all times.
 - Make preliminary determinations as to what materials, resources and marketing methods will be used and associated with commercial campaigns.
 - Assist and liaise with clients throughout the design process to develop quality and engaging content informed by research.
 - Assist in the maintaining of the commercial marketing assets including email templates, easily editable promotional print content and graphic assets.
 3. **Assist in the monitoring and evaluation of commercial campaigns and promotions.**
 - Help to drive and deliver targeted email campaigns aimed at targeting potential new customers while keeping faith with our loyal customers.
 - Review performance of campaigns using Google Analytics and other analytical methods to make recommendations and adjustments to drive ROI and adhere to campaign targets.
 - Develop and deliver campaigns which incorporate research elements into their delivery, such as AB testing to maximise our client understanding to incorporate into future campaigns.
 - Use previous sales and analytic data to drive and influence informed decisions when planning campaigns or commercial offers.
 4. **Develop interesting and relevant content, across a number of different channels to drive engagement and support LSU's commercial operations, in order to help the organisation reach its communication goals and objectives.**
 - Review and recommend new technologies to keep our commercial outlets up-to-date with the latest developments in digital communications.
 - Responsible for social media development and online brand awareness.
 - Work closely with the Commercial Services team to refine and improve their platforms to engage their audience successfully.
 - Providing recommendations for the best opportunities to grow and improve existing and new campaigns (online & offline).



**INVESTORS
IN PEOPLE**

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- Provide creative and innovative ideas, approaches and solutions.
- Ensure the website and any mini-sites are accurate, up to date, well presented and reflects a good understanding of the organisation and target audience needs.

General Duties

- Assisting with general duties as delegated from time to time, in line with the overall general nature of the post.
- Assisting colleagues generally by dealing with enquiries relating to marketing and communications, referring more complex issues to senior colleagues.
- Assisting/supporting the Executive or other departments where appropriate or help out under exceptional circumstances, as expected by the changeable nature of the organisation.
- Assist with any occasional tasks that are within your capabilities and support the Union's mission.

Hours

Based on 37hrs per week - flexibility on hours of work will be needed to fulfil projects.

Salary

LSU Scale 5, point 13, currently £20,275 per annum.

Benefits include enhanced Public and Bank holidays, staff discounts, LSU benefits and access to University facilities.

Being BEST

Loughborough Students Union aims to be the driving force behind the UK's best student experience. Working at LSU is all about striving to be BEST. We have set out what this means in our BEST test at www.lsu.co.uk/BEST To be successful in this role you have to consistently pass the BEST test. We won't leave you to sink or swim; we are committed to developing our people to be BEST.

Equality & Diversity

Loughborough Students' Union is committed being a diverse community where everyone can be themselves openly without fear of unfair discrimination or harassment. We will not tolerate discrimination on the grounds of age, disability, gender, sexuality, race, religion or any other factor that has no bearing on someone's ability to do their job. Where needed, we will make reasonable adjustments to the working environment.

Ethical and environmental considerations

Loughborough Students' Union been recognised as one of the UK Greenest organisations and have won many awards to confirm this. We encourage all staff to work in ways that reduce our negative environmental impact and to our highly ethical standards. We are always keen for staff to contribute to our achieving these aims.



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Loughborough Students' Union invests in its people

Loughborough Students' Union believes that its most valuable resource is the people who work within it. We are committed to the development of all our staff and volunteers; we actively encourage people to grow and develop their roles. We achieved recognition as a Gold 'Investor in People' in 2015 and we are constantly working to improve the ways our people can be as effective and happy as possible.



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