



Communications Manager

Job Description

Main purpose of job

- Develop and implement effective communication strategies that build membership loyalty and brand awareness.
- Liaise with internal and external stakeholders to produce press/media statements relating to LSU and the brand.
- Oversee and provide creative leadership to a diversely-skilled communications team.

Place in the organisation

Responsible to the Director of Communications and Student Insights.

Key work

1. **Develop and implement effective communication strategies that build membership loyalty and brand awareness.**

- Work with Director of Communications and Student Insights to develop and deliver communication strategies across a spectrum of disciplines including brand marketing, digital media and social media, internal communications, media and public relations and physical materials.
- Report on and analyse all aspects of LSU's communications.
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media.
- Act as a 'brand guardian' ensuring consistency across all internal and external communications.
- Lead on the creation of creative and engaging copy to boost brand awareness and promote activities, activities and other key information.
- Lead on the development and management of the website and similar platforms, including generating content, making improvements to functionality, maximising its potential and monitoring its performance.
- Keep up to date on best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice
- Provide training to staff on branding where necessary and ensure staff are well briefed on key communications issues.



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

2. Liaise with internal and external stakeholders to produce press/media statements relating to LSU and the brand.

- Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk.
- Work in partnership with external partners and colleagues to manage LSU's reputation.
- Write releases, articles and statements and act as a spokesperson when necessary.
- Respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics.
- Supervise and advise other members of the LSU staff team in their drafting of communications plans and statements.

3. Oversee and provide creative leadership to a diversely-skilled communications team.

- Co-ordinate communications activity, ensuring projects are delivered on time and to the required standards.
- Represent the Director of Communications and Student Insights, when required, in external meetings.
- Manage relationships with suppliers of services essential to communication work.

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 Communications and Student Insight team, 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 35hrs per week - flexibility on hours of work will be needed to fulfil projects.

Salary

LSU Scale 9 Point 28 currently £31,302 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



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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.

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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