



Communications Manager

Person Specification

	Essential	Desirable
Experience	Experience of successfully leading a communications or marketing function.	Working in a similar role with proven success with the charity sector.
	Experience of developing, leading and implementing successful communications and/or marketing strategies.	Implementing new ways of working to enhance engagement and experience.
	Experience of experience in developing and maintaining a strong organisational brand.	Management of diverse creative roles (including designers, videographers, web developers, animators etc).
	Experience of developing and maintaining relationship with key internal and external stakeholders.	Experience of budget management.
	Experience with a range of communications tools and channels; with an understanding of best practice in their use/delivery.	Evidence of strategic contribution as part of the management team.
	Significant experience of using social media with an interest in emerging online trends.	Experience of both membership and commercial services marketing/communications.
	Experience of media relations and PR including writing press releases and briefing spokespersons.	
Skills	Highly creative with a track record of engaging target audiences.	Willing and able to work in a fast-paced, challenging environment.
	Excellent relationship management and negotiation skills, with experience of successfully working with colleagues to achieve results.	Understand and appreciate culture and climate of modern students' unions.
	Excellent project management skills, with experiencing of developing and delivering complex projects.	Desire to own projects and progress strategic objectives.
	Excellent oral and written communication and exceptional attention to detail.	Ability to challenge, where needed, to ensure communications are constantly improving and developing.
	Excellent organisational skills including managing conflicting priorities and a diverse workload.	Comfortable with using metrics to measure success of communications efforts.

	Able to communicate and work effectively in a team and using own initiative	Ability to coordinate and delegate workload of others within the team and external parties.
Qualification	Educated to degree level or equivalent in marketing, communications or similar.	Postgraduate qualification or relevant continuing professional development in marketing, communications or similar.
		Management qualification.
Other	Understanding of the Higher Education Sector.	Have an understanding and appreciation of the benefits of working in a student-led and democratic environment.