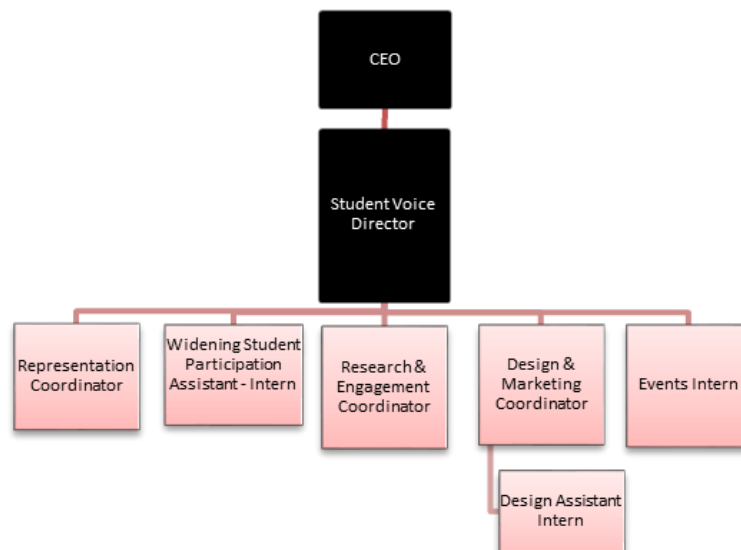




Job Description

- Post Title:** FXU Design & Marketing Coordinator (Student Voice Team)
- Salary:** This post has been evaluated at Grade 3.
- Hours:** 17.5 hours per week, 52 weeks a year.
- Work Base:** The post holder will be expected to work at the Penryn and Falmouth campuses.
- Employer:** **FXU is a registered charity governed by an elected Board of Trustees, to whom all employees are accountable. Staff are employed by Falmouth University on behalf of the FXU Board of Trustees**
- Date:** May 2015
- Responsible To:** FXU Student Voice Director
- Responsible For:** FXU Design Assistant Intern



Job Purpose:

To promote FXU and its activities and services through the design, production and distribution of promotional materials and media. To implement and evaluate design, marketing and promotional strategies. To work with the Student Voice Director to assist on all design and marketing campaigns for the Student Voice Team including the Presidents.

FXU is the combined students' union for students of University Exeter Cornwall Campuses and Falmouth University. It aims to provide effective representation, services and support for all students whilst maintaining a student led ethos.

Key Areas of Responsibility and Duties

Duties and Responsibilities

1. Design

- 1.1. To be responsible for managing and maintaining the FXU brand and brand guidelines
- 1.2. To work with the Design Assistant to create layout, design and copywriting as necessary for FXU's Student Voice team and the Advice team publications including, but not exhaustively, handbooks, flyers, FXU stationery, promotional materials including flyers and posters, in addition to non-paper based materials and electronic media.
- 1.3. To ensure the development and continuous design updating of FXU's social media in consultation with relevant line managers and student officers.
- 1.4. To ensure the maintenance, development and continuous updating of FXU's website in consultation with relevant line managers and student officers.
- 1.5. To produce other design materials and templates as necessary.

2. Marketing

- 2.1. To work in partnership with FXU Design & Marketing Coordinator (Activities Team)
- 2.2. To effectively manage all of FXU's social media.
- 2.3. To instigate the use of all new technology to market FXU activities.
- 2.4. Ensure all preparations are carried out for FXU presence at Open Days
- 2.5. Participate in open days and events as agreed to promote FXU
- 2.6. Produce regular reports showing the impact of marketing for circulation to the SMT and Board
- 2.7. Propose, champion and develop new ways to promote FXU Student Voice, Advice and the Presidents
- 2.8. To advise the elected officers of effective strategies to maximise participation in Activities by generating increased awareness through effective market research, promotion and communication
- 2.9. To be responsible for identifying and implementing a corporate marketing strategy for FXU
- 2.10. Assisting line managers with promoting and marketing specific projects and events
- 2.11. To publicise and promote all of the Student Voice, Advice and President team's services, events and other activities
- 2.12. Complete marketing projects as requested by FXU SMT
- 2.13. Assist in producing and distributing information and promotional materials

3. General Duties and Responsibilities

- 3.1. Line management of student staff including; Design Assistant Intern
- 3.2. To work in line with the FXU Mission, Vision and Values at all times, working with others to provide a supportive, responsive, student-centered environment and services.
- 3.3. To actively support elected student officers, volunteers and employees in playing a full role in FXU decision making and activities, ensuring that FXU maintains a student-led ethos.
- 3.4. To present a positive image of FXU at all times, through every aspect of your work.
- 3.5. To maintain an up to the minute working knowledge of all FXU service areas in order to support them and provide accurate, detailed information to students and others.
- 3.6. To ensure that all FXU policies, procedures and agreed protocols are adhered to.
- 3.7. To contribute to FXU planning, review, monitoring and reporting processes and activities.
- 3.8. To participate in FXU team meetings and activities and represent FXU at other meetings as agreed.
- 3.9. To ensure that all FXU marketing and communication materials within the designated area of responsibility are accurate and up to date.
- 3.10. To actively support equality and diversity policies of FXU, University of Exeter and Falmouth University.
- 3.11. To respect the rights of individuals by maintaining confidentiality and working in line with data protection legislation.
- 3.12. To attend training courses as identified and agreed for appropriate development.
- 3.13. To participate in the Annual Performance Development Review Process
- 3.14. To communicate, liaise and maintain effective working relationships with colleagues within Falmouth University, University of Exeter and Falmouth Exeter Plus, as well as individuals and

organisations outside FXU and the institutions eg suppliers, promoters, local businesses, media / press contacts, etc.

- 3.15. Working within the Health and Safety at Work Act, the post holder has a legal duty to take reasonable care for Health and Safety both for themselves and others who may be affected by their actions. They are also required to undertake Health and Safety training commensurate with the level required by the post and to take part in risk assessment procedures and the implementation of agreed recommended work practices within the area.
- 3.16. To undertake other duties not specifically stated above, which from time to time are necessary without altering the nature or level of responsibility involved.
- 3.17. To work in accordance with FXU's Environmental Policy and to make a commitment to improving FXU's environmental impact by means of energy saving and recycling in the workplace
- 3.18. To attend all Staff Development Days and training as required. Flexibility in working hours may be required to accommodate this.

4. Key Links

FXU Presidents

FXU CEO

FXU Student Voice Director

Person Specification

Post title: FXU Design & Marketing Coordinator (Student Voice Team)

CRITERIA	ESSENTIAL	DESIRABLE
Knowledge (Education, training & experience)		
A level AS Level or equivalent level education in English or other subject relevant to the role	√	
Understanding of marketing techniques		√
Experience of working within a Students' Union or Higher Education Institution		√
An understanding of, and commitment to Health & safety standards and how to implement them	√	
An understanding of and commitment to the principles of Equal Opportunities	√	
An understanding of, and ability to maintain confidentiality	√	
Experience of using social media and websites in a professional capacity	√	
Knowledge of print production	√	
Good understanding of website content management systems	√	
Good understanding of market research techniques and analysis		√
Graphic Design qualification and/or equivalent experience	√	
Skills		
Knowledge of Photoshop will be looked on favourably		√
Knowledge of design file formats		√
Good writing skills (good knowledge of English grammar)	√	
Proven experience and proficiency in the use of Microsoft packages including Word, Excel and Outlook	√	
Good verbal communications	√	
Ability to communicate effectively with people at all levels through a wide variety of ways	√	
Ability to maintain confidentiality at all times	√	
Organised and systematic	√	
Ability to work effectively in democratic environment		√
Attributes		
Empathy towards and ability to relate to students	√	
Enthusiasm for working with students	√	
Proactive approach and welcoming of change	√	
Ability to demonstrate initiative and self motivation	√	
Proactive, looking at alternative solutions to problems that arise, without referral to manager	√	
Interested in personal development of self and others	√	
Tactful, patient and diplomatic with high standards of integrity	√	
Ability to focus on finer details	√	
Ability to work independently & use own initiative	√	
Ability to work flexibly within a team	√	
Ability to plan and manage own time and workload effectively	√	
Ability to multi-task and prioritise in a busy and demanding environment	√	