**Events and Marketing Manager**

**Recruitment Pack**

Dear Candidate,

Thank you for your interest in joining the Students’ Union at Harper Adams University. Please take the time to read all the information in this recruitment pack and if you have any further questions, please feel free to send me an email to organise a time to have an informal chat. You can reach me on [LDavis@Harper-Adams.ac.uk](mailto:LDavis@Harper-Adams.ac.uk)

We’re looking for someone to lead the delivery of our major events and marketing here at HASU. The role allows for you to influence and shape the events we deliver in the best interests of our students. You’ll be responsible for large budgets and will have a large degree of autonomy. You’ll liaise with our key stakeholders and organise events where our student members will make memories to last a lifetime.

We’re looking for an ambitious, creative and hard-working Events and Marketing professional with a passion for working with young people. You must be a well organised people person, capable of driving improvements in your area. You don’t need to have worked within a students’ union before. This role is key in ensuring that our students have safe, enjoyable spaces to socialise at our events alongside our venues and activities teams.

As well as delivery of our major events you’ll support our student groups to organise their own by sharing your experience and knowledge. You’ll also take a lead on our communications by managing our web and social media platforms ensuring that HASU’s key messages are heard by the right people.

We’re extremely excited about our future. As such, we’re looking for talented people who can help take the Students’ Union to the next level. In return you’ll be joining a vibrant, enthusiastic and ambitious staff team looking to become the best at everything we do. Best of luck with your application and we look forward to meeting you.

Liam Davis

Union Director

**ABOUT US**

Based on a campus situated in rural, scenic Shropshire, the Students’ Union is a student led organisation that represents all students at Harper Adams University. We have over 4,000 HE students attending the University College, primarily on sandwich courses which include a year-long industrial placement. Harper Adams University was voted Modern University of the Year in 2020 and is the premier UK Higher Education institution focused on land-based and food supply-chain education. The Students’ Union is a registered charity with a turnover of circa £1.2 million each year. It sits at the heart of student life and encompasses representation, welfare, clubs and societies, along with our trading services (a shop, a bar and a pub).

**For more information about our exciting progression and plans please see our Strategic Plan** [**HERE**](https://www.harpersu.com/yoursu/strategicplan/)

**HOW TO APPLY**

**Please send a CV and a cover letter which outlines how you meet the person specification and any relevant experience you have to** [**LDavis@Harper-Adams.ac.uk**](mailto:LDavis@Harper-Adams.ac.uk)

**Deadline:** 30th June 2023

**JOB DESCRIPTION** – Events and Marketing Manager

**Updated** – May 2023

**Reports to**: Union Director

**Responsible For**: Activities and Events Assistant

**Salary:** £26,284

**Job Description**

As our Events and Marketing Manager, we want you to develop and deliver both commercial and non-commercial events that contributes to HASU’s strategic objectives and supports community‐building and social cohesion in the University.

You will be responsible for the planning and delivery of Students’ Union’s major events including but not limited to Welcome Week and Summer/ Christmas/ St Patricks Balls. You will also be responsible for supporting student led events including dinners and club/society events.

You will need to liaise with our key stakeholders at the University, students, local council and members of the public within our local community.

As part of the role you will need to manage and develop the Union’s communications with our membership and stakeholders, raising awareness and increase levels of participation and satisfaction (with focus on online/social media) of Harper Adams Students’ Union.

**Summary of Principal Duties**

**Events**

* To plan, deliver and evaluate an effective social programme for the start of the academic year that will welcome new students to the University.
* To undertake the project management role of all major Union events (e.g. Balls), overseeing the budgeting, planning, delivery and evaluation of each event.
* To ensure that each event delivered within the scope of the role is effectively risk assessed and that appropriate health and safety actions are in place.
* To take a professional approach to marketing and communications activities, providing advice on best practice, to raise the standards of all communications.
* To act as event manager for the Unions “major” events, co-ordinating staff, security and other support services, troubleshooting where required and ensuring the safe and secure operation of the event.
* To support student led events and to ensure they are safe and inclusive.
* To support the growth of events that support our strategic aims.
* To support the growth of events that help us to be inclusive and ensure we meet the needs of an increasingly diverse student body.

**Marketing**

* To engage with our media, sales and advertising partners.
* To engage students through our digital and social media channels, by ensuring content is up to date and our activities well-advertised.
* To ensure the website and enquiries into the SU Email inbox, are regularly responded to.
* To handle student enquiries.
* To manage web content and be a key contact for our digital platform providers MSL.
* To support the broader administration of the SU Director and Finance Officer to ensure the Union is effectively managed.
* To work with the venues team to ensure effective use of our space.
* There may be some occasions where work outside of regular hours is required in and around our major events. This time will be given back in LIEU.

**General Expectations**

* To work with our key partners in estates, maintenance, health & safety and IT to ensure HASU is able to operate effectively.
* To be self-starting and enthusiastic in your role and in supporting the broader team.
* Keep yourself and others safe by maintaining high standards of Health and Safety and adhering to other relevant law and regulations.
* Maintain the highest standards of confidentiality and data security, in accordance with the General Data Protection Regulations 2018.
* Comply with the policies, procedures, and protocols in place within the Students’ Union. These are available in the staff handbook.
* To look for best practice across the sector and comparable institutions, for trends or activities that would improve the student experience at Harper Adams University.
* Contribute to the delivery of the annual Student Welcome activities, supporting the Students’ Union in delivering a high-quality experience for returning and new students.
* Any other duties as commensurate with the role.

This is a description of the post as it is presently constituted. The Students’ Union reserves the right to periodically examine an employee's job description and to update or amend it to ensure that it is related to the duties then being performed, or to incorporate new duties, as required.

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| *Summary of Terms and Conditions* |
| The role is based on a 35 hour working week. |
| Holiday entitlement will be 25 days plus 8 statutory public holidays. |
| The notice period for this post is 2 months. |
| HASU offers a contributory pension scheme, in which you may choose to participate. |
| Free Gym Membership. |
| A cash healthcare plan. |

**PERSON SPECIFICATION**

The following sets out the range of personal qualities, skills and experience that the preferred candidate will be able to demonstrate.

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| **QUALIFICATIONS** | **Essential** | **Desirable** |
| A good standard of written and spoken English | X |  |
| A good general standard of education | X |  |
| **EXPERIENCE AND SKILLS** | | |
| Strong administration skills | X |  |
| Strong organisation skills | X |  |
| Experience of organising large events | X |  |
| Experience of organising commercially successful events |  | X |
| Experience of having coordinated groups of people |  | X |
| Experience of producing risk assessments and an understanding of Health and Safety |  | X |
| Excellent interpersonal, communication and negotiation skills | X |  |
| Strong IT skills – (Microsoft Office) | X |  |
| Familiar with the use of social media platforms | X |  |
| Proven ability to multi-task and meet tight deadlines | X |  |
| Understanding of student interests |  | X |
| The ability to build strong relationships quickly | X |  |
| **INTERPERSONAL SKILLS** | | |
| Approachable nature. Being able to mix with a range of people from diverse backgrounds. | X |  |
| Positive attitude, with a “can do” approach. | X |  |
| Desire to work in a student environment within democratic structures. | X |  |
| Committed to the principles and practice of equal opportunities, to include trust and respect for others. | X |  |
| Empathy with the aims and values of the Harper Adams Students’ Union. | X |  |

**COMPETENCIES**

* **Accountability**: takes personal responsibility for the part they play in our student body and wider society.
* **Student focus**: keeps the needs of students at the heart of activities.
* **Personal effectiveness**: consistently role models high standards and good practice.
* **Inclusivity**: applies an understanding of equality and diversity to strengthen positive engagement in all our students’ union’s activities and services.
* **Results focused**: maintains commitment to targets and results, striving consistently to achieve them.
* **Communications**: helps to provide clear, consistent and appropriate messages at all levels of our students’ union and beyond.
* **Political awareness**: applies an appreciation of the political environment in which our students’ union operates.
* **Motivational leadership**: actively leads, establishes expectations, accountabilities, purpose and vision, creating an environment where others can achieve optimal performance.