### JOB DESCRIPTION
Head of Marketing and Organisational Development
Vacancy Ref: A3082

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Head of Marketing and Organisational Development</th>
<th>Present Grade: 8P</th>
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<tbody>
<tr>
<td>Department/College:</td>
<td>Students’ Union</td>
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<td>Directly responsible to:</td>
<td>Chief Executive</td>
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<td>Supervisory responsibility for:</td>
<td>Communications Manager and their Team (3FTE), Commercial Marketing and Support Manager, Sugarhouse Manager and their Team (3FTE), relevant Student Interns and Student Staff (50)</td>
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<td>Other contacts</td>
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<td>Internal:</td>
<td>Union Staff, Full Time Officers and the Executive, the Trustee Board</td>
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<tr>
<td>External:</td>
<td>Heads of Professional Services (Marketing, Commercial Services, Registry, ISS), other University Staff, Provost for Colleges and Student Experience, Knowing Our Students Group, NUS (in particular the Strategy Unit, Trade, Research and Insight and UnionCloud Teams) Comparator Unions, Union Commissioned Consultants, Key Commercial Partners, Relevant Licensing/Regulatory bodies</td>
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#### The Role
As a member of the Union’s SMT, the role supports the Chief Executive and Full Time Elected Officers in all aspects of the administration and management of the Union, to achieve the desired goals of high performance and member satisfaction. Formulating the strategy, measuring outcomes and significant budgetary responsibility (including 2 commercial areas with a combined turnover of £1.3million) are key parts of the role.

The Head of Marketing and Organisational Development will take a holistic view; paying attention to insight from members, and how what is done in one part of the Union impacts on another. The roleholder will lead project change initiatives not only supporting teams to successful change of services, procedures and structures, but more importantly sustainable change in ways of working, culture and effectiveness. They will be adept at enabling staff, officers and members to understand, embody and deliver the organisation's objectives: encouraging our staff and students to develop appropriate skills, behaviours, attitudes that will enable the Union to develop and meet member expectation. They are ultimately responsible for a team of approximately 7 career and 50 student support staff, whose main functions are:

- Organisational marketing, brand building activity and PR
- Designing, delivering and reporting of the Union’s research and insight activity
- Articulating outcomes and impact
- First point of contact with the organisation (front of house and digitally)
- New services and business development
- Operating the Sugarhouse Nightclub
- Raising marketing income
- Delivery of events such as Grad Ball
- Coordinating the delivery of Union’s contribution to University recruitment activity i.e. open days

#### Key Responsibilities and Duties

**Marketing and Organisational Development**

- Responsible for the development and delivery of an effective and sustainable, marketing and insight function, which supports all areas of Union activity.
- Identifying priority areas for Union development (through student insight and conducting area reviews)
- Producing robust proposals/business cases and financial models to support enhanced Union activity (across both breath of commercial activities)
• Being a project champion for key Union change projects including Quality SUs
• Providing management information, e.g. staff student ratios, staff workloads and student recruitment, to better inform decision making on resource allocation.
• Communicating and monitoring the implementation of key strands of the Union’s strategy.
• Promoting and developing best practice in the charity and it’s services championing achievement of the relevant accreditation.
• Managing the relationship between those marketing, insight and commercial activities provided centrally by the University and those provided within the Union.
• Oversee the strategic direction, development and content of the Union’s digital presence/footprint.
• Oversee the implementation of law and policies regarding all forms of marketing, media and communications, licensing, commercial and consumer

Finance and Income Generation
• Creation of funding submissions to the University/potential external funders/sponsors and supporting block grant and designated funding negotiations.
• Responsible for the oversight, achievement of and practical regulation of the Commercial Marketing, Sugarhouse and Grad Ball income budgets
• Being responsible for the oversight of marketing, communications, research and open day expenditure budgets (ensuring effective external reporting where appropriate).
• Contributing to the financial planning and risk management process by producing business cases and financial models to support enhanced Union activity (across both breath of commercial activities)

Staff and Officer Development
• Leading and motivating teams that will deliver excellent support services for the entire range of Faculty activities.
• Coaching and mentoring Full Time elected Officers to achieve their manifestos and policy mandates.
• Encouraging staff development and career opportunities for support staff.

General
• Ensuring that administrative procedures comply with Union/University policies and procedures, and implement the strategic intent of the Union.
• Providing advice and information on Union policy and procedures.
• Ensuring the proper servicing of numerous committees and project groups in conjunction with the Departmental Administrator team e.g. relevant commercial services groups.
• Representing the Union as necessary on other University committees and working groups.
• Deputising for the Chief Executive when necessary.
• Ensuring the all areas of responsibility complies with all health, safety, equal opportunity and diversity polices.