# JOB DESCRIPTION

**Communications Manager**

**Vacancy Ref:** N2679

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Communications Manager</th>
<th><strong>Present Grade:</strong></th>
<th>6S</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department/College:</strong></td>
<td>Lancaster University Students’ Union</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Directly responsible to:</strong></td>
<td>Advocacy and Governance Manager</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Supervisory responsibility for:</strong></td>
<td>Graphic Designer, Communications Assistant, Welcome Desk Assistant and Student Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other contacts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Internal:</strong></td>
<td>Full Time Executive Officers, Lancaster University Students’ Union Staff, officers and volunteers connected to the student media, University press office, LU Marketing and External Linkages.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>External:</strong></td>
<td>Suppliers, NUS, local press, other students’ unions.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Major Duties:

1. Communicate key messages about Lancaster Students’ Union, its activities and brand values to our membership so they are aware of who we are, what we do and the positive impact we have for students, through relevant media and strategies. This includes the production and delivery of key organisational publications and management of key engagement events.

2. To proactively and reactively communicate key messages about Lancaster University Students’ Union, its activities and brand values to the University, external bodies (where appropriate).

3. To act as press officer for the SU, in particular providing advice and support to elected student officers’ engagement with student media. To conduct all the legal checks and compliance required for our student media teams. To write and release press statements showcasing the work of the union.

4. To manage the organisational tone of voice to be welcoming to member input, scrutiny and challenge.

5. To promote two-way communications with members and stakeholders to generate discussion and debate to advance Lancaster University Students’ Union’s policies and impacts for students.

6. To ensure there is an over-arching communications plan for the union and ensure marketing plans for the commercial parts of the organisation.

7. Enhance Lancaster University Students’ Unions’ digital presence:
   - a. Oversee the management and development of content across the main sites ensuring it is high quality and meets members’ expectations
   - b. Ensuring content is uploaded to digital screens across campus
   - c. Ensure the delivery of key messages via social media and tools.

8. Manage Lancaster University Students’ Union welcome desk and solutions team, which provide a friendly first point of contact for the union and provide practical support across the Union.

9. To write and deliver the external membership newsletter and the internal CEO newsletter.

10. To act as an internal communications consultant for the SU’s departments and services, advising on effective and efficient communications tools and activities to achieve their objectives.
11. Source, develop and manage Lancaster University Students’ Union’s communication assets, communication staff and related student teams, photographs, films etc.

12. To ensure effective research and insight activity places Lancaster University Students’ Union as the expert on our members’ wants and needs, to inform the SU’s policies and strategies.

13. To ensure high levels of membership engagement in the forms of campaigns.

14. You will be responsible for coordinating, overseeing and delivering Open Days for the SU as a group.

15. To provide communications and marketing support to union events and activities such as Welcome Week, Roses, Extravs, Advice Campaigns etc.

16. To ensure we have a strong brand presence for the union as a group to include the subsidiaries of the charity.

17. Liaise with the University Press Office, University’s Marketing and Communication departments, Lancaster Arts and external companies.

18. To carry out similar duties as directed by the Chief Executive or his/her nominee and uphold the Union’s environmental, sustainable, and ethical policies.