



LEICESTER STUDENTS' UNION RECRUITMENT PACK

Brand, Communications & Marketing Manager
Fixed Term 12 months Maternity cover





Job Title

Brand, Communications & Marketing Manager

Location

University of Leicester Students' Union, LE1 7RH

Contract Type

Fixed Term 12 months Maternity cover

Salary

£39,020 per annum

Hours

34.5 hours per week

Reports To

Union Director

Direct Reports

Graphic Designer, Digital Content Creator, Student Staff

MAIN DUTIES AND RESPONSIBILITIES

1. To develop and lead the union's brand and unique "voice/tone" in both physical and digital spaces.
2. To lead the union strategically in terms of its marketing, communications and brand.
3. To be an active member of the Union's Strategic Leadership Team and to provide line management for the in house creative and digital content team.

DESCRIPTION

1. To develop and lead the union's brand and unique "voice/tone" in both physical and digital spaces.

- a) Working with heads of department to prioritise and plan the Union's schedule of communication to stakeholders including all written, digital or print materials.
- b) Oversee development of the Union's digital platforms, ensuring they are geared towards the effective distribution of information to students and assist in capturing data to drive student insight
- c) To co-ordinate a joined-up look and feel to the Union's Freshers' Week launch to new students, alongside fellow Strategic Leadership Team members
- d) Work closely with the Voice team in ensuring there is an effective, positive and impact-driven mechanism for student-led campaign action.
- e) To support the induction and welcome of new students by leading on the union's Open Day activity.
- f) To support the induction, welcome and retention of students on campus by organising a series of engaging membership wide engagement activities.
- g) To take ownership of brand design around the Percy Gee building and/ or any other permanent or temporary union spaces.
- h) To be responsible for the Union's central email inbox(s).

2. To lead the union strategically in terms of its marketing, communications and brand.

- a) Work to ensure the Union communicates a clear demonstration of the benefit of our work, to build membership engagement and affinity with the organisation.
- b) To monitor and evaluate potential communications risks internally and externally and take appropriate steps to mitigate or escalate accordingly.
- c) Lead on developing statistics on the reach of Union communications.

d) To manage and lead a consistent approach to customer services and care across all areas of Union work.

e) To support the unions strategic goals and all major projects or campaigns including but not limited to elections, awards, freshers, refreshers.

f) To induct staff and officers, support, monitor and manage the use of social media channels of the students' union and associated policies.

g) To monitor and share best practice in and around marketing and or communications and embed it into our practice.

h) To ensure the union actively supports work towards any benchmarking, external surveys or projects including but not limited to the NSS, WhatUni, TEF.

i) To lead on the design and approval for any union merchandising.

3. To be an active member of the Union's Strategic Leadership Team and to provide line management for the in house creative and digital content team.

a) To manage the in-house creative and digital content team in overseeing an effective, quality approach to student communications.

b) To develop ongoing performance management of your team including the annual appraisal process.

c) To develop the skills and experience of your team through planned professional development opportunities.

d) To development proposals for and play an active role within meetings of the Strategic Leadership Team

e) To effectively manage budgets associated to brand, communication and marketing.

f) To support the work of the elected officers including their ongoing training and development in terms of their understanding of their personal brand and that of the union. In addition, support the development of officer understanding of effective use of marketing and communication.

GENERAL

The post-holder will:

- Be required at all times to develop and maintain positive working relationships with colleagues, students, staff and external stakeholders that they come into contact with in the course of their duties
- Maintain at all times any confidential or sensitive information they are privy to in the course of their duties which must not be shared with any unauthorised person unless expressly permitted to do so
- Conform at all times to Union Policies and Procedures with close attention being paid to Equal Opportunities and Equality & Diversity
- Be flexible and adaptable where necessary in order to meet the ongoing service needs of the Union
- Carry out any other reasonable duty requested of them as appropriate
- Be aware of, and at all times comply with, all relevant policies and procedures and all relevant statutory responsibilities including fire safety arrangements, Health and Safety issues including moving and handling, COSHH regulations, etc.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Educated to degree level or equivalent professional experience in marketing, communications, public relations, digital media or a related discipline	✓	
Significant experience of developing and delivering successful marketing, communications and brand strategies	✓	
Experience of leading and managing organisational branding across multiple channels	✓	
Experience of managing websites, social media platforms and digital communications	✓	
Experience of analysing marketing and communications performance data and using insights to improve engagement	✓	
Experience of leading and delivering marketing campaigns, projects and initiatives	✓	
Experience of line managing, motivating and developing staff	✓	
Experience of budget management and resource planning	✓	
Experience of working within a membership-led organisation, charity, students' union or higher education environment		✓
Experience of supporting large-scale events, campaigns or engagement activities		✓
Excellent written communication skills with the ability to adapt tone and style for different audiences	✓	
Excellent verbal communication and presentation skills	✓	
Strong organisational and project management skills with the ability to manage competing priorities	✓	
Ability to build effective working relationships with a wide range of stakeholders	✓	
Ability to interpret data and produce meaningful reports and recommendations	✓	
Ability to identify and manage reputational and communications risks	✓	
Ability to think strategically whilst maintaining operational oversight	✓	
Strong leadership skills with the ability to inspire, support and develop others	✓	
Knowledge of marketing, communications, branding and digital engagement best practice	✓	
Knowledge of customer service and audience engagement principles	✓	

DEADLINES

Applications Open: Wednesday 10th June 2026

Applications Close: Wednesday 1st July 2026

Interviews: w/c 6th or 13th July 2026

