

Your Students' Union

University of Birmingham
guildofstudents

The University of Birmingham Guild of Students is a charity and the students' union for more than 38,000 students. We represent our members to the University and other organisations on the issues that matter to students most. We also exist to help students develop skills outside of study, have fun, meet people and make sure their time at Birmingham is special.

Communications & Marketing Manager £36,842 per annum – 35.5 hours per week

The Guild wishes to recruit a proactive marketing communications professional who will be responsible for the development and delivery of effective communications, marketing and insight strategies, as well as initiatives to support the delivery of strategic objectives.

Responsible for the management of the Communications & Marketing Department, you will work to increase engagement, satisfaction and participation. You will also support the Guild's understanding of and communication with its members via the delivery of segmentation strategies, insight activity, and the management of our CRM system and website.

You will work to engage the Guild's members, and manage the roll out of a new brand and communications strategy across the organisation - via a broad range of mediums, including digital and print. With a sharp eye for detail, you will make our messages and campaigns engaging and relevant for all audiences, and develop and maintain two way communications.

You will bring with you relevant skills and experience in the field of communications, marketing, digital or PR, and have a related educational or professional qualification.

A proven track record of achieving results and measurable success is required for this busy and demanding role, as well as experience of delivering effective marketing communications projects from conception to completion.

Experience of brand roll out, the development of CRM systems and segmentation strategies, as well as data management and would be advantageous.

Closing date for applications: Monday 9th March 2020 at 9.00am

Interviews are expected to take place on: Tuesday 17th March 2020

For application packs please visit: <http://www.guildofstudents.com/about/your-union/workwithus>

or email: staffing@guild.bham.ac.uk



Make the most of University life!

