

**UNIVERSITY OF BIRMINGHAM GUILD OF STUDENTS
JOB DESCRIPTION**

Post Title: MEDIA SALES & MARKETING COORDINATOR

Responsible to: Communications & Marketing Manager

Responsible for: Student Staff (As appropriate)

Grade: Guild Grade 5

Organisation:

This role is part of the Communications & Marketing department working collectively with colleagues delivering the Guild's communications and marketing work. The Communications & Marketing Team is part of the Operations Directorate.

Job Purpose:

The Media Sales & Marketing Coordinator role is to support delivery of the Communications & Marketing departmental plan. We expect Coordinators to help to create an inclusive and engaging environment for all.

The role is required:

- To be responsible for the supplementation of the Guild's commercial income by the day-to-day delivery of the Guild's advertising, sponsorship and external conferencing activity
- To support Guild communications and marketing activity, working closely with elected officers, departmental managers, front-line staff, and suppliers, to deliver the best results

Success in the role will require a highly student and customer focused approach together with an emphasis on teamwork. The role involves collaboration with internal and external stakeholders, acting as a positive ambassador for the Guild and facilitating under-represented groups to find a comfortable place here. Supporting a culture of ambitious targets and a positive team spirit are also key. Coordinators are expected to follow the Guild's competency framework, which should be read in conjunction with this job description.

Key Role Responsibilities:

1. To work with the Communications & Marketing Manager to generate commercial income through the delivery of advertising, sponsorship and conferencing activity.
2. To coordinate and deliver external advertising, conferencing and related income generation and commercial activities, such as sponsorship.
3. Identify and develop new commercial advertising and sponsorship opportunities and activities within the Guild.
4. To generate external advertising revenue for Guild media such as publications and online.
5. Guild events and services, such as Welcome Week and Refreshers.
6. To coordinate related events including the commercial Freshers' Fair and to support wider commercial Guild event activity where applicable.

7. To develop and deliver the external room bookings and conferencing function, actively sourcing new business, working to develop relationships with external clients, and developing a culture of repeat bookings.
8. To coordinate the promotion of, and generate income through, Totum card sales.
9. To meet annually agreed targets; both financial and non-financial.
10. Undertake all relevant administration emanating from revenue generation activities.
11. To develop and maintain the CRM contact database.
12. To support and assist in the development of localised marketing plans, and the scheduling of marketing campaigns within the department, and the allocation of design resource.
13. To coordinate promotion and publicity material within the Guild building and externally, ensuring that all relevant staff are briefed and that all necessary equipment, point of sale material etc. are in place for the delivery.
14. To maintain a high level of accurate and correct marketing information, to include proofing of artwork and print materials, cross-referencing data and facts, and abiding by relevant legislation and procedures (e.g. Data Protection law).
15. To support campaigns and projects through the marketing life cycle; from initial brief, to creative, to delivery and measurement.
16. To liaise with Communications & Marketing, and Guild staff to advise on or create marketing initiatives, to assist in achieving agreed service and income objectives.
17. To supervise a small team of student staff, to including customer service standard setting and ensuring the team adheres to relevant Guild Policy.
18. To develop and maintain effective relationships with relevant local and university stakeholders.
19. To work closely with the wider Guild team to support and enhance student groups, and engage members in the functions of the Guild of Students.
20. To identify improvements and recommend these to the Communications & Marketing Manager for consideration.

General Duties:

1. To undertake appropriate induction and ongoing training and personal development, as required for the role.
2. To adhere to all Guild policy with reference to HR, staffing, health and safety, data protection, environmental and any other specific Guild Policy which impacts upon your role or that of the team.
3. To be familiar with the Guild's competency framework, striving always to demonstrate the positive behaviours which drive the highest standards of personal and organisational performance in supporting our students. Grade 5 Coordinators should be developing within level 1 of the six competencies (Student and Customer Focus, Accountability, Results Focus, Inclusivity, Communication and Teamwork) which is designed to support staff to achieve high performance.
4. To act as a role model in portraying a positive image of the Guild both internally and externally, acting as an ambassador and displaying high standards of personal integrity and professionalism.

5. To support the work of the Communications & Marketing team, where necessary, in the event of sickness, holiday or other exceptional circumstances.
6. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.

May 2021

Person Specification:

EDUCATION, QUALIFICATIONS AND TRAINING		
Good general education to degree level, including Maths and English at least to GCSE C or equivalent	✓	
Marketing, or related, educational or professional qualification		✓
EXPERIENCE		
Experience of building and maintaining a strong rapport with clients & stakeholders through a variety of communication mechanisms, including face to face, telephone and email	✓	
Experience of delivering effective marketing campaigns	✓	
Experience of working to targets, goals and objectives	✓	
Experience of working on a range of projects simultaneously	✓	
Experience of windows/PC based software	✓	
Demonstrable sales experience (e.g. advertising, media sales, sponsorship, conferencing etc.)		✓
Supervisory experience		✓
SKILLS AND KNOWLEDGE		
Ability to generate and research new opportunities and markets	✓	
Relevant skills & experience in the field of sales / conferencing / marketing	✓	
Ability to present information clearly and concisely in writing or verbally	✓	
Excellent written and spoken English	✓	
Ability to work within tight administrative systems and processes in an efficient and timely manner	✓	
Ability to organise self & others	✓	
Strong interpersonal skills	✓	
Ability to communicate effectively with a wide range of clients & stakeholders from corporate and local sectors	✓	
Basic budgetary systems knowledge	✓	
Ability to contribute to organisation-wide initiatives	✓	
Ability to take a constructive and co-operative approach to solving problems	✓	
Knowledge of the student market		✓
Motivated by working in a student-led, democratic workplace		
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Student & Customer focus: Keeps student leadership and the needs of students and customers at the heart of activities	✓	
Accountability: Takes personal responsibility for the important role they play in the Guild's work and in wider society	✓	
Results Focus: Strives for the best results – gets things done on time and to a high standard	✓	
Inclusivity: Values diversity - works to create an inclusive and engaging environment across all our activities and services	✓	
Communication: Communicates clearly and appropriately to people across our students' union and outside	✓	
Teamwork: Builds good relationships and works effectively with a range of people to deliver our shared goals	✓	