

# We're Hiring

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Media Campaigns Manager -  
September 2024



**Tricia  
O'Neill**

**Guild CEO**

“ Thank you for your interest in joining us here at Liverpool Guild of Students.

As a students' union, we are committed to offering excellent opportunities, services and facilities for all 28,000 students at the University of Liverpool. We make sure that our members have the best experience, become equipped to change the world and are proud of their Guild, aiming to be one of the leading Students' Unions in the UK. This is an exciting time for us as we return to our campus in the Post Covid environment.

We are very proud of our achievements over the last few years and how our staff team and members came together to adapt carry on the Guilds work. We are also in the 4th year of a 5 year strategic plan, and are excited to welcome new and talented people to help us meet our development goals. This is a fantastic opportunity to work in a vibrant and ever-changing environment, alongside a team of amazing people who are truly dedicated to improving the student experience. Enjoy reading more about us in this pack, and I wish you the best of luck with your application.

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# About us

**We're Liverpool Guild of Students, the award-winning Students' Union for the University of Liverpool. Our job is to create a home for each of the 28,000 students during their time here, ensuring each student gets the most out of student life beyond their degree.**

We like to think of ourselves as home for opportunities - whether that be through joining one of our 200+ societies, taking part in volunteering, coming to a pub quiz or tucking into one of our ever-famous burritos. Each student becomes a member of the Guild as soon as they join the University, and being part of our staff team means looking forward to seeing what opportunities students embark on and achieve every year.

# Our strategy

## **What is the Guild For? (Our Mission)**

We will offer excellent opportunities, services and facilities which improve, enrich and develop the lives of all students at the University of Liverpool, from application to graduation.

## **Where are we going? (Our Vision)**

We will ensure that our members have the best experience, be equipped to change the world and be proud of their Guild. We will be one of the leading Students' Unions in the UK.

## **To do this, we promise to:**

- Support our members
- Invest in our spaces
- Ensure all members benefit from the Guild
- Put members at the heart of decision making

To help us keep our promises and continue to deliver a great experience for our members, we invest in the following four key areas:

- People
- Equality, Diversity and Inclusion
- Communications
- Digital and IT

# How we're run

**We're run by students, for students, and with students.**

This is at the heart of everything we do, and our democracy structure is designed to give every student the chance to have their say and shape their university experience.

We're the key link to the University, representing the voice of 28,000 students and helping to improve the quality of their education. If something needs to change, we'll help them to make it happen.

## Funding

We receive most of our funding from the University of Liverpool. We get this each year in the form of a block grant. We also raise funds through trading (bars, the shop and Starbucks) and a small amount from donations and other grants. As a charity, we do not generate profits to pay to shareholders - every penny that is made is reinvested back into the organisation.

## Trustee Board

Our Board of Trustees is made up of four full time student representative officers, 4 student trustees and 4 external trustees. The Board has overall responsibility for the management and administration of the Guild, fulfilling this by setting the overall strategic direction and directly managing the Chief Executive.

## Staff Structure

We currently employ circa 70 salaried staff to provide services for our members, as well as approximately 120+ student staff. The Senior Leadership consists of three Department Directors and the Chief Executive.

# Our elected leaders

Every year, students are given the chance to vote for, and stand to be one of, the four Student Officers who run our organisation. They lead the political and campaigning direction of the Guild and help ensure that our priorities are aligned to students' needs.

**Our Student Officers 2024-2025 are:**



**Rowan Bradbury**  
Guild President



**Othman Ibrahim**  
Vice President



**Holly Thompson**  
Vice President



**Jitendra Mohan Inturi**  
Deputy President



# Our Values

**Representative & Involving:**

Our members lead us and are involved in shaping their own experience at every level.

**Fun & Friendly:**

Everyone is welcomed here and we create a home away from home for all our members.

**Sustainable:**

We've been here for over 100 years. We'll be here for hundreds more by being ethically, environmentally and financially sustainable

**Professional & Responsible:**

We are inclusive, informative, respectful, human and inspiring.

**Innovative & Agile:**

We are responsive to new ideas.

**Ambitious:**

Everything we provide is the high quality our members deserve.



# Working With us

## **Where we work**

Our building sits right in the heart of campus, at 160 Mount Pleasant. If coming to work with us would mean relocating, you can find out more about Liverpool by visiting [www.visitliverpool.com](http://www.visitliverpool.com) but take it from us, it's an amazing city to live and work in.

## **Diversity and inclusion**

We're committed to ensuring our workforce reflects the diversity of the world and community we're based in. We positively encourage applications from all individuals irrespective of their gender, age, home country, ethnic background, sexuality, religious beliefs or disabilities.

## **Benefit**

If working here wasn't good enough in itself, we also offer a wide selection of benefits

### **Holidays**

We offer 30 days annual leave, plus bank holidays. In addition to this, we also offer six discretionary days, four days at Christmas and two days at Easter. We also provide the option to buy additional annual leave of up to ten days per annual leave year.

### **Discounts, Discounts, Discounts**

You can join the University Perks at Work discount scheme, which offers exclusive deals and discounts at your high street favourites, restaurants, cinemas, holidays and many more. You can also purchase a Totum Card and download the Totum App for further discounts and offers, and enjoy keeping fit for less with a discounted membership at the University gym.

## Events & Socials

From our annual Christmas party to free Mountford Hall gig tickets and socials organised by your Staff Representatives throughout the year, there's opportunities to mix with colleagues outside of the working day.

## Learning and Development

If you're keen to further your skills, knowledge and experience, we provide a range of ways you can boost your personal development. There's money in the pot to invest in you.

## Volunteering

Make the most of the opportunity to give something back with five paid days for volunteering leave.

## Flexible Working

You can request to work more flexible hours to suit your lifestyle

## Car Parking

If you travel to work by car, you can make use of the various car parks in close proximity to our building which can be accessed at the swipe of your University staff card.

## Employee Assistance Programme (EAP)

Access the EAP and get extra support as and when you need it. Ran in conjunction with the University of Liverpool, the EAP offers confidential counselling and information to support staff with personal or work-related issues which may be affecting your health, wellbeing or performance.

## Occupational Sick Pay

All Employees are eligible for occupational sick pay, in line with our attendance procedure.

## Salary Sacrifice Scheme

Trade in part of your salary for a non-cash benefit via the Childcare voucher or Cycle to Work scheme – giving a little bit can go a long way.

## Pension Scheme

You can put it away for a rainy day by entering our pension scheme.

**94%** of our employees would wholeheartedly recommend the Guild as a great place to work.



*"When I started at the Guild in 2005, my line manager told me "no two days will be the same", this is very accurate! The Guild is a fast-moving organisation which strives to do its best to create opportunities for its staff team.*

*The Guild has supported me through my professional qualifications, financially, but more importantly endless encouragement. I have grown in many ways; the Guild has helped me carve out a career and find my voice."*

**Angela Thomas, Deputy Director of Finance. Employed since May 2005.**



*Since starting my journey as a Student Staff member, the Guild has offered opportunities to develop my skills and grow professionally. I have benefited from a range of training not only role specific but also in wider transferable skills.*

*Always striking a great work-life balance, the Guild is a supportive and friendly environment to work in – in which no two days are the same.*

*But at the heart of the organisation is the dynamic staff team; ready to push your skill set, challenge your thinking or just have a chat about in the staff kitchen.*

*plus, the free tea and coffee helps!*

**Alex Jones, Content Marketing Manager Employed since Nov 2016.**

# Equality Diversity & Inclusion

## Liverpool Guild Equality, Diversity and Inclusion Plan

**We will ensure all of our students and staff feel they belong and find their place in our diverse and inclusive community.**

Ensuring our staff and members all feel equally supported, welcomed and included and that the Guild proactively seeks to remove barriers to participation across all of its activities and areas of work and that our staff team more closely reflects our community.

### Goals

Our vision for EDI Excellence will be achieved by delivering the following goals:

1. Developing our team and making sure all of our Ethnically Diverse staff feel supported.
2. Consistent good EDI practice across all areas of the Guild
3. Increasing diversity in our staff teams
4. Broadening the student offer

More details about how we plan to deliver each of these goals can be found on our website <https://www.liverpoolguild.org/about/mission-vision-values/equality-diversity-and-inclusion-excellence-plan>

### Guaranteed Interview Scheme

The Guaranteed Interview Scheme for Ethnically Diverse Candidates at Liverpool Guild of Students is committed to the principles of equality of opportunity. We annually review racial diversity within our workforce and it is a key priority for us to improve racial and ethnic diversity amongst our workforce, and as such we particularly welcome applications from ethnically diverse candidates and have introduced a guaranteed interview scheme. We recognise that applicants from ethnically diverse backgrounds may have experienced additional barriers when applying for new roles.

Therefore, we are taking positive action to address an under-representation within our organisation. If you meet the minimum criteria (at least 80% of the 'essential' criteria in the person specification) and are from an ethnically diverse background, you'll be guaranteed an interview. If you are an ethnically diverse applicant and would like to be considered under our guaranteed interview scheme, you must indicate this by selecting the relevant box on the Equality and Diversity Monitoring Form. If you do not select this box, your application will be considered alongside all other applications. It is important to note that this scheme only guarantees an interview for ethnically diverse applicants who meet the minimum criteria. The selection decision at interview will be based on the most suitable candidate, regardless of background or protected characteristic.



*More details about our Equality, Diversity and Inclusion Excellence Plan including how we plan to deliver and Key Performance Indicator's for this project can be found on our website:*

<https://www.liverpoolguild.org/about/mission-vision-values/equality-diversity-and-inclusion-excellence-plan>



## Marketing Campaigns Manager Job Description

<b>Job Title</b>	Marketing Campaigns Manager
<b>Responsible to</b>	Director of Business Development
<b>Responsible for</b>	Marketing Assistant
<b>Salary</b>	£28,610 per annum point 6 on the Guild's pay grading and banding structure (banding is £28,610-£32,044 all new employees start at the bottom of the banding)
<b>Hours</b>	Full Time, 35 hours per week

### Job Purpose

In this varied role, our Marketing Campaigns Manager will be responsible for the end-to-end campaign management for a range of external clients and our commercial marketing campaigns. They will successfully promote the Guild's media offer to generate income from external clients while enhancing the student experience alongside developing marketing campaigns to promote our income-generating activities including bars, events, coffee, and retail. We need someone to bring their marketing campaign knowledge, negotiation skills, and ethics savvy to the role to ensure we maximise existing opportunities and relationships, generate new income streams, raise the profile of the Guild, and support our financial objectives.

### Main Duties

#### Media Income Generation

- Establish and implement a strategic approach to drive media income generation across the medium and long term
- Create a range of promotional and sponsorship products and packages across the Guild to suit the needs of the organisation and our clients, developing new and better opportunities for all.
- Work with clients to recommend promotional campaigns based on objectives.
- Develop and support the delivery of promotional activity for a range of National brands like Dominos, National Express, Wagamama's, and Nandos.
- Responsible for end-to-end client campaign management
- Responsible for maintaining our existing client base as well as winning new business
- Develop strong relationships with third-party Media Agencies and other Student unions, to maximise opportunities and sales.
- Lead on the planning and delivery of the commercial Welcome and Refreshers Fair events, meeting sales targets, communicating with clients, developing the floorplan, and coordinating activity on the day of the event.

- Liaise with internal departments such as events and activities to help identify projects that lend themselves to targeted advertising and sponsorship to generate income and benefits for these areas.
- Protect the Guild's values and ethical brand by developing ways of ensuring that our customers' practices are in line with our guidelines and policies.
- Maintain supporting documents and resources for booked activities in line with Guild policies, e.g. health and safety, and licensing.
- Keep records of client proposals, activity, billing, costs, and other items as required to monitor and build client engagement.
- Develop a strong relationship with the Finance Team, ensuring financial systems are adhered to, invoicing is completed promptly and payments are received.
- Monitor, review, and report on levels of success regarding agreed financial targets.

### **Guild Marketing Campaigns**

- Lead the development and implementation of Marketing campaigns to support the success of the Guild's income-generating activity and services including our bars, events, retail and coffee shop.
- Deliver regular reports on campaign results, including web and social media analytics against KPIs
- Support the Marketing Team with campaign management support across non-commercial areas.
- Respond to out-of-hours social media activity alongside the Marketing team.
- Advise colleagues and students on sponsorship opportunities available to them, including advising on appropriate organisations and overseeing contract agreements

### **General Duties**

- Responsible for inputting into the budgeting process and monitoring income targets and expenditures against this
- Provide excellent customer service in dealings with students, officers, colleagues, and members of the public
- Carry out all duties in compliance with Guild values, procedures, and policies.
- Manage all administrative tasks associated with the post and ensure all information is accurate and traceable.
- Attend training courses, conferences, and meetings necessary to fulfill the duties and responsibilities of the post.
- To contribute and assist in our planning processes.

- Support key events throughout the year, including Welcome Week and elections, when necessary.
- Carry out any other duties which may be requested from time to time

**Notes**

The job description is current as of September 2024 and should be reviewed annually. It outlines the main duties of the position and is designed for the benefit of both the post holder and the Guild in understanding the prime functions of the post. It should not be regarded as exclusive or exhaustive. In particular, given the grading and nature of the post, the responsibilities of the post holder may well change from time to time.

Management has the right to vary the duties and responsibilities after consultation with you.

Signed: .....

Name: .....

Date: .....

# Person Specification

## Marketing Campaigns Manager

Criteria	Essential	Desirable
<b>Education and qualifications</b>		
Educated to degree level or evidence of operating a similar standard	*	
<b>Knowledge and Experience</b>		
At least two years experience in a marketing or sales role	*	
Experience in working toward financial targets		*
Experience in generating leads, negotiating and closing deals that meet the needs of all parties		*
Experience in developing and maintaining strong client/colleague relationships	*	
Experience in setting up and maintaining effective systems of work	*	
Experience in dealing with challenging people or situations, being understanding yet assertive	*	
Monitoring the effectiveness of marketing activity and able to present appropriate recommendations for improvement and	*	
Experience in delivering multi-channel marketing campaigns	*	
Understanding of how a politically active, ethically driven organisation can affect income-generating decision-making		*
Understanding and appreciation of diversity, showing a commitment to promoting inclusivity		*
Understanding of Marketing theory and practice	*	
<b>Skills</b>		
Able to work independently and as part of a team	*	
Able to establish priorities and work to tight deadlines	*	
Strong organisational and time management skills	*	
Proactive and able to use initiative to anticipate and plan ahead	*	
Excellent analytical skills with a creative approach to problem solving	*	
Good commercial understanding	*	
A high level of resilience and tenacity is required, must be able to deal with challenges from across the organisation whilst maintaining a positive and proactive style	*	
Line management experience		*
Strong leadership skills		*
<b>Special requirements</b>		
Understanding of the role of supporting elected Student Officers		*
Interest in the education sector		*
Ability to work within the democratic structures of the Guild and uphold its policies	*	
To represent and be an ambassador for the Guild, championing our values	*	
A willingness to learn new skills and take part in appropriate training as required	*	
Flexibility in approach to working hours to meet the needs of the organisation	*	

# How to Apply

Please apply using the apply now button on Staff Savvy If you have any questions about the application process please email: [guildjobs@liverpool.ac.uk](mailto:guildjobs@liverpool.ac.uk)

For an informal conversation about this opportunity, please contact:

[Sian McCreary, Director of Business Development, smcgre@liverpool.ac.uk](mailto:smcgre@liverpool.ac.uk)

## Key Dates

You will need to be available for interview on the date listed below if you are shortlisted.

**Application Closing Date** 17th September 2024 - 09.00 am

**Interview Date** 25th or 26th September 2024

