

We're Hiring

Marketing Assistant -Fixed Term
Graduate Role



**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 2022-2023 are:



Vasiliki Samuels
Guild President



Lina Dubbins



Kathryn Manley



Rowan Bradbury



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 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.

83% 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 Assistant Job Description

Job Title	Marketing Assistant (Fixed Term Graduate Role - 12 months)
Responsible to	Communications & Marketing Manager
Salary	£21,704 Guild Grading and Banding Level 2 (35 weekly hours)
Job Purpose	<p>The Marketing Assistant will play a key part in supporting marketing projects that aim to showcase a variety of activities and opportunities available to our members. This will include working with digital and print assets and materials in addition to social media and analytics tools. The Marketing Assistant will also assist the Media Campaign Manager with media sales.</p> <p>The role holder will build skills and experience working within a busy marketing team and will have direct access to personal development opportunities for career progression.</p>
Eligibility	Graduates (University of Liverpool students only)

Main Duties

- Create social media content and work closely with other members of the Marketing Team and wider members of the Guild.
- Monitor trends and seek inspiration for content creation across all social media platforms including Instagram reels and TikTok whilst supporting the planning process across all major channels.
- Plan and implement a range of marketing and communications activities to support the promotion of Guild services, activities and campaigns.
- Support the Media Campaigns Manager in working with brands and activations, including invoicing and taking bookings, and dealing with financial information. Provides the opportunity to develop client and brand relationships with leading brands like Deliveroo and Dominos.
- Contribute to the development and delivery of the annual Marketing Team Plan.
- Support the coordination of physical activities and events, including but not limited to Welcome Week, elections and Guild Gifts acting as a positive, approachable Guild brand ambassador.

- Use analytics and reporting tools to help monitor and support the evaluation of our marketing activity, in addition to creating Paid Ads and Shopify Campaigns for commercial activity.
- Assist with creation of promotional materials, copy-writing for social content and creative input for Marketing design.
- Monitor both social media and the central inbox and respond accordingly with a flexible approach to working out of office hours along with other team members.
- Support the management of a social media calendar across multiple social channels by creating innovative and relevant content.
- Monitor social media and website queries and respond accordingly.
- Collaborate with Elected Officers and Staff in the promotion and engagement of their services, activities and campaigns.
- Seek opportunities and develop campaign ideas through market research and social listening to create engaging content.

General duties

- Provide excellent customer service to students, officers, colleagues and members of the public.
- Carry out all duties in compliance with Guild values, procedures and policies.
- Attend training courses, conferences and meetings necessary to fulfil the duties and responsibilities of the post.
- Contribute and assist in our planning processes.
- Support key events throughout the year, including Welcome Week and elections, when necessary, with flexibility to work outside of office hours to support the team.
- Carry out any other duties which may be requested from time to time.

What you'll get from the role:

- Membership to Marketing tools and training
- Personal skills development
- 30 days Annual Leave plus closure days and 8 bank holidays
- Experience in a hands-on Marketing Team
- Variety of day-to-day tasks

Health & Safety

Ensure that all staff work in a safe manner, seeking to minimise hazards to ensure the safety of other staff and customers, reporting and addressing all safety hazards immediately

Ensure all incidences and accidents are reported as appropriate, including the completion of all necessary paperwork.

Notes

The job description is current at **February 2023** 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

Person Specification Marketing Assistant

Experience	Essential	Desirable
Studying towards/Achieved a Bachelors degree in a relevant subject ie Marketing or Business	*	
Experience, paid or voluntary, of working in a Marketing focused role		*
Knowledge		
Strong understanding of social media channels and their tools	*	
Interest in the Higher Education sector and student politics		*
Understanding of role of supporting excellent elected officers		*
Skills/Abilities		
Enthusiastic about raising the profile of the Guild	*	
Demonstrate creative and innovative approach to communicating with students	*	
A positive approach, willing to share new ideas and contribute to the improvement of our marketing activity	*	
A passion for social media and be keen to learn about new technologies	*	
Ability to work as part of a team and support colleagues	*	
To represent and be an ambassador for the Guild	*	
Strong time/process management skills and ability to establish priorities and work to deadlines	*	
Proactive – able to use initiative to anticipate & plan for tasks/issues/events	*	
Ability to interact and establish good working relationships	*	
Ability to ensure high standards of work and excellent attention to detail	*	
Good IT skills	*	
Other		
Committed to the Core values of The Guild	*	

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

For an informal conversation about this opportunity, please contact either:

[Alex Jones, Content Marketing Manager on 0151 794 6868 or email - \[ajones@liverpool.ac.uk\]\(mailto:ajones@liverpool.ac.uk\)](#)

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

- Applications close- Monday 22nd April 2024 - 5pm
- Interviews will be held Week Commencing 29th April 2024

