



GSA



**Graduate
Students'
Association**
UNIVERSITY OF YORK

Communications and Design Coordinator Recruitment Pack

Communications and Design Coordinator

(Full time, 37.5 hours per working week. £22,500 plus benefits. Permanent position)

The Graduate Students' Association (GSA):

55 years young this year, the GSA was established in 1965 as the primary postgraduate representative body by the University of York as it sought to establish its role for 'public good'.

Today, the GSA is one of three specialist postgraduate unions in the country. Working as an independent charity and primarily funded by the University of York, the GSA represents almost 8,600 post graduate (Masters and PhD) students at the University.

The GSA is going through an exciting period of change and about to embark on the creation of a new student led, three year strategic plan. We are working to define how we will meet the complex and growing needs of our postgraduate student population: our membership is extremely diverse with students aged 21 to 85 year of age and over 60% of our members coming from outside the U.K. We also have a growing number of distance and part-time learners. Engaging with and providing a wide range of services and support for such a diverse student population is a challenge, but one the GSA rises to each year.

The services offered by the GSA include representation and student voice, welfare support, academic advice and support, free sports sessions and a comprehensive calendar of events and trips including the UK's largest dedicated postgraduate welcome week.

Purpose:

This new role is replacing part of our previous Communications and Events Coordinator role, allowing for a greater focus on providing quality communications and marketing support to the organisation. The successful candidate will be joining our small team of 9 staff and 3 student sabbatical officers, based out of our lively office in the heart of Campus West.

Reporting to the CEO, the Communications and Design Coordinator will develop and deliver new visual and written communication for new and ongoing projects; this will include branding, photography, video, website, logos, social media and marketing

- Devise and implement GSA annual Communications strategy
- Responsible for producing, developing and reviewing the communications output of the Graduate Student's Association
- Act as the "brand guardian" for the GSA, generating a consistent approach to design and brand messaging across all key GSA and University communications platforms
- Provide support and training in communications-related areas for officers and staff
- Responsible for line management of Events and Community Coordinator

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Key Responsibilities:

Communications

- Devise and oversee management of the GSA Marketing and Communications strategy and aligned budget
- Lead on a sustainable approach to all areas of communications
- Coordinate email marketing including weekly bulletins
- Generate and plan content for all GSA social media channels
- Manage student data in line with GDPR regulations
- Maintain and update the GSA Website and coordinate the GSA's other web presences (i.e. online voting platform for elections, ticketing websites etc.)
- Stay abreast of emerging trends in communications and identify opportunities to apply them within the GSA
- Provide communications support and training for GSA Officers and staff
- Lead on writing external statements and press releases for the GSA when appropriate
- Identify and maximise opportunities for collaboration with the University of York's marketing team on joint messaging and all forms of communications collateral featuring the GSA
- Working with University stakeholders on key University recruitment and induction events
- Provide quarterly updates to the CEO on all areas of responsibility

Design

- Produce effective graphic design solutions from initial brief to finished product for a variety of print and digital media
- Ensure all design work is appropriate to the designated media and audience and complies with accessibility and branding guidelines.
- Maintain and update the GSA "brand" and brand guidelines. Train and support others to use them.
- Assist colleagues with the print production process from start to finish using external or internal suppliers
- Provide photography support at events when requested
- Produce, film and edit video content including live online broadcasts

General

- Provide excellent customer service in dealings with students, officers, staff and members of the public
- Play an active part in Officer Elections and inductions for new officers
- Support the GSA Officers in the running and implementation of campaigns
- Record results and prepare reports when required.

This list is not exhaustive and the postholder will be expected to carry out other tasks commensurate with the level of the post.

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Experience, Skills & Competencies:

	Essential	Desirable
Education / Qualifications	<ul style="list-style-type: none"> - A Good Undergraduate degree 	<ul style="list-style-type: none"> - A recognised marketing/communications qualification
Previous Experience	<ul style="list-style-type: none"> - Developing communications plans - Website management experience - Strong design portfolio of both digital and print content - Experience of drafting, editing and proofreading copy - Experience of report writing. - Experience of carrying out Market Research 	<ul style="list-style-type: none"> - Experience working in a student focussed setting. - Previous experience of working with or for democratic organisations. - Experience filming and editing short promotional videos
Knowledge	<ul style="list-style-type: none"> - Good understanding of social media - Awareness of content management systems - Highly skilled with a range of IT and design packages including Adobe Creative Suite - Basic photography skills 	<ul style="list-style-type: none"> - Understanding of Postgraduate Education sector - Knowledge of GDPR compliance - Able to interpret and collate data from sources such as Google Analytics
Disposition	<ul style="list-style-type: none"> - A willingness to undertake relevant training and development. - A willingness to work flexibly at evening and weekends - Able to act on your own initiative and work independently. - Outgoing personality with good communication skills. 	<ul style="list-style-type: none"> - An awareness of issues affecting postgraduate students

Job Posting: Tuesday 10 March 2020

Closing Date: Friday 20 March 2020

Shortlisting Date: Tuesday 24 March 2020

Interview Date: Monday 30 March 2020

Commencement Date: ASAP

Hours of Work: 37.5 hours per week (7.5 hours per day). The GSA offers flexible working.

Place of Work: The Graduate Students' Association, University of York, Heslington, York.

Duration of Post: Permanent

Reporting to: CEO

How to apply? Please download an application form from the GSA Website www.yorkgsa.org. Completed application forms with a covering letter summarising your suitability should be marked 'Private and Confidential' and returned via email to recruitment@yorkgsa.org

Contact: For an informal conversation regarding this role, please contact Darryl Butcher, CEO on ceo@yorkgsa.org or 01904 323712

GSA is committed to promoting a diverse and inclusive community. We welcome applications from all individuals and particularly under represented groups including BAME applicants. All appointments will be based on merit.