



Digital Communications and Events Manager

Recruitment Pack



Graduate
Students'
Association
UNIVERSITY OF YORK

Digital Communications and Events Manager

(Full-time, Requests for flexible working welcomed)

The Graduate Students' Association (GSA):

Established in 1965, the [GSA](#) is an independent charity and one of the UK's only dedicated postgraduate unions. We represent over 7,000 postgraduate students at the University of York and exist to be their champion: helping our members form strong communities, giving them support and advice when they need it, and advocating on their behalf to ensure every postgraduate student and researcher at York has a great experience.

Our membership is diverse and expanding quickly. Our students are all over 21, most are returning to education, and well over half come from outside the UK. We also have a growing community of distance and part-time learners. We provide a wide range of evolving services and support to meet the changing needs of our membership through the leadership of our three elected sabbatical officers

The GSA trains and supports academic representatives and other volunteers to make changes to their course and to the University, we provide a platform for students to campaign on the issues that matter for them, we help members with their welfare and offer academic advice when they need it most, and we bring people together with a comprehensive calendar of events and trips including the UK's largest dedicated postgraduate welcome week, free sports sessions, and student-led networks.

The successful candidate will be joining our small team of nine staff and three student sabbatical officers, based out of our office in the heart of campus. We currently support a combination of home and office working.

The GSA recognises that our team does not currently reflect the diversity of our membership. We welcome applications from all individuals and particularly those from backgrounds currently under-represented in our team. We are willing to consider flexible arrangements for candidates with the appropriate skills and experiences.

The Role:

Reporting to the CEO, the Digital Communications and Events Manager will be responsible for the development and delivery of the GSA's events calendar, including

member-led activities and our welcome programme, while developing digital (visual and written) communications in order to support and deliver the Graduate Students' Associations charitable objectives.

This will include strategic oversight of and responsibility for the work of the communications and events team, including:

- Producing, developing, and continuously renewing the communications output of the Graduate Students' Association to ensure effective engagement with our members
- Acting as the brand guardian for the GSA, ensuring a consistent approach to design and brand messaging
- Ensuring that the GSA's events programme meets the evolving needs of our membership and responds to key elements of the academic calendar
- Supporting, through our networks, student volunteers to plan and host events and other activities designed to foster community between those with shared experience or interest
- Working with key stakeholders to ensure postgraduates can access suitable sporting provision
- Generating income from events and managing the communications and events budget
- Providing support and training in relevant areas for officers and staff
- Line managing Communications and Events Coordinators and Assistants

Key Communications Responsibilities:

- Devise and oversee the delivery of an effective approach to communications with members and other stakeholders
- Plan and develop relevant content for delivery on appropriate platforms to sustain engagement with GSA members
- Manage student data in line with GDPR regulations
- Maintain and update the GSA website and the GSA's other web and social media presences
- Stay abreast of emerging trends in communications and identify opportunities to apply them within the GSA
- Provide communications support and training for GSA Officers

- Collaborate effectively with key colleagues at the University of York and York University Students' Union on joint messaging around key student issues
- Ensure all design work is appropriate to the designated media and audience and complies with accessibility and branding guidelines

Key Events Responsibilities:

- Plan the GSA's annual programme of events and manage its effective delivery
- Take overall responsibility for flagship events around the academic calendar, including Welcome Week
- Ensure that all events run by the GSA are appropriately risk-assessed
- Ensure that all events and sports sessions are appropriately marketed in advance of their delivery
- Support, where necessary, colleagues within the GSA to run member-facing events appropriate to their area of work
- Develop and maintain relationships with key members of staff at the University of York and York University Students' Union to ensure events and sports provision is complementary across the three organisations
- Provide advice and guidance to the events team on how to deliver sports sessions
- Evaluate all events to ensure that the GSA's programme remains relevant, engaging, and valued
- Oversee the appointment, induction, and training of student volunteers to lead GSA networks
- Support student volunteers on an ongoing basis to deliver events and activities that are safe, inclusive, and valued
- Ensure that Networks are run inclusively and in a manner that is consistent with the GSA's articles, policies, byelaws, and values
- Support the ongoing review of network provision to ensure it meets the demographic needs of our members

Key Managerial Responsibilities:

- Provide leadership, direction and coaching to the staff within the Communications and Events team; manage and develop the staff and volunteers within the team
- Manage the communications and events budget and oversee any appropriate budget allocations ensuring they are monitored and controlled

- Provide operational and budgetary performance information to the CEO, the Senior Management Team, and the Trustee Board to ensure that there is a shared understanding of the team's current performance and any operational issues arising
- Help support induction and training of sabbatical officers
- Attend and contribute to Senior Management Team Meetings, Managers Meetings and other external meetings, conference and training events as may be reasonably required
- Prepare funding bids in liaison with the Senior Management Team
- Ensure that relevant statutory and legal obligations are met
- Deputise for CEO in matters related to communications and events where appropriate.

For all staff:

- To work within the framework of the GSA's articles, byelaws and policies, ensuring that all work furthers the GSA's core values and objectives.
- To demonstrate a commitment to the GSA's Equal Opportunities Policy, together with an understanding of how it operates within the responsibilities of the post.
- To undertake Health and Safety duties and responsibilities appropriate to the post, at all times having regard to your own and others health and safety.
- To provide excellent customer and client care in dealings with students, staff and members of the public.
- To contribute to the development of a professional working and learning environment within the GSA.
- To have a commitment to your own development and a willingness to undertake relevant training opportunities.
- To have a flexible work approach in order to meet deadlines.
- To perform such reasonable duties consistent with the post and as required by the Chief Executive officer.
- Staff must carry out their duties with full regard to the rules, policies and procedures and conditions of service contained in the Employee Handbook.

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

Person Specification:

	Essential	Desirable
Education / Qualifications	Good education to degree level or equivalent expertise and experience	A postgraduate qualification A recognised marketing / communications qualification
Previous Experience	<p>Experience of the higher education sector</p> <p>Experience of working flexibly and to tight deadlines</p> <p>Experience of developing and delivering communications plans</p> <p>Experience of website and social media management</p> <p>Experience of successfully coordinating large-scale events</p> <p>Experience of developing and managing relationships with stakeholders to deliver key objectives</p> <p>Experience of training, managing, motivating, and developing volunteers and/or staff</p> <p>Experience of drafting, editing and proofreading copy</p>	<p>Experience of issues affecting postgraduate, mature, and international students.</p> <p>Experience of leading a team to deliver projects</p> <p>Experience of preparing and administering budgets</p> <p>Previous experience of working with or for democratic organisations.</p> <p>Experience of successful community-building activity</p>
Knowledge	<p>An understanding of how to set and meet organisational, departmental and/or personal targets</p> <p>Good understanding of social media and trends within it</p>	<p>Understanding of issues currently affecting Higher Education and the place of taught and research postgraduates within it</p> <p>Knowledge of GDPR compliance</p> <p>An understanding of how to prepare risk assessments</p>

		Knowledge of how to use content management systems
Skills, Abilities and Competencies	<p>A high standard of interpersonal skills, with strong oral and written communication skills, adaptable to a diverse range of stakeholders</p> <p>The ability to act on your own initiative, work independently, and find creative solutions when necessary</p> <p>IT competent with a good level of digital literacy – able to use web based applications to support effective service delivery and customer/member engagement</p> <p>A high standard of organisational and administrative skills</p>	<p>Ability to empower and motivate others</p> <p>Ability to interpret and collate data</p> <p>Confidence, with the ability to exercise professional judgement and make difficult decisions and recommendations</p>
Personal Attributes	<p>A team player who can build strong relationships, demonstrate an emotionally intelligent and empathetic approach</p> <p>Commitment to GSA values, constitutions and policies and to work within, promote and uphold the student-led democratic ethos of the GSA</p> <p>Attention to detail</p> <p>Appreciation of the need for confidentiality</p> <p>Willing to undertake personal development and training opportunities</p> <p>Commitment to an environment that promotes equity and values diversity</p>	

Closing Date:	Midnight on Thursday 2 March 2023
Shortlisting Date:	Thursday 9 March 2023
Interview Date:	Thursday 23 March 2023
Commencement Date:	2 May 2023 or as soon as possible thereafter depending on notice period
Salary:	£25-28K depending on experience
Hours of Work:	Full time, 37 hours per week. Due to the nature of the role, working hours may exceed this total as business needs fluctuate. The GSA offers flexible working between the hours of 8am and 6pm, staff must be present for core hours between 10am and 4pm. The post may involve evening and weekend work.
Place of Work:	The Graduate Students' Association, University of York, Heslington, York. The post may require some minimal travel within the UK. The GSA currently allows the team to split their time between in-person and remote working, depending upon business needs.
Benefits:	30 days holiday per year plus all public holidays. Up to 6% employer pension contributions.
Duration of Post:	Permanent, subject to a satisfactory 6 month probation period.
Reporting to:	Chief Executive Officer
Application forms:	Should be returned via email to recruitment@yorkgsa.org
Contact:	If you would like an informal conversation about this role please email ceo@yorkgsa.org to arrange this.