

Media Sales Coordinator

Recruitment Pack



**Your
SU**nderland*

*Students' Union



Message from our student leaders.

Thank you for expressing an interest in for the post of Media Sales Coordinator at Sunderland Students' Union.

Sunderland SU exists to support the 20,000 students at the University of Sunderland to make the time spent at university valuable for life. We recognise that every student is different, whilst sharing a vision that all students not only get the most out of their course, but also out of the whole University of Sunderland experience, and are provided with opportunities to grow, develop and achieve.

We are in the third year of our strategic plan that, between now and 2022, we position Sunderland SU as a strategic partner to the University and enable us to become an even more active contributor to enhancing the student experience. Our strategy ensures that we focus on the things that really matter to students: 'your voice', 'your course and you' and 'your place'.



About us.

Sunderland Students' Union is an education charity, dedicated to making the University experience of our members valuable for life.

Our Vision

The University experience provides students with opportunities to grow, develop and achieve, throughout their life. These academic, social and civic experiences are valuable: to them, alumni, employers, and society more broadly. They encourage more equal access to jobs, and to roles in civil society. Students are central to, and an active participant in, their University experience.

Our Mission

Make your university experience valuable to you, for life.

Our Values

Innovation & Energy

- ♦ We are passionate about supporting our members, and are driven to achieve with them.
- ♦ We are pioneers; challenging current practice to seek out new ideas.
- ♦ We are enthusiastic in all that we do.

Fairness & Equality

- ♦ We promote and act with transparency, fairness, respect and dignity.
- ♦ We are powerful advocates of equality.
- ♦ We strive to understand the different needs of all our members.

Empowerment & Accountability

- ♦ We take responsibility for our actions and know everyone has an important role in making this a leading students' union.
- ♦ We support our members and staff to be leaders, decision-makers, independent and empowered.



Our strategic plan.

Every student registered on a course with the University of Sunderland is a member and we represent students' interests in all areas of their University experience. This includes everything from representing their academic interests to offering welfare advice and support, from organising fun social activities to help build social capital, to helping students make a positive impact on the city of Sunderland.

Our 2018 - 2022 Strategic Plan considers who our members are, what their motivations, concerns and aspirations are and how we can as a Students' Union adapt to meet their needs and expectations. It will help us to align our services and resources to better meet student needs and truly fulfil our mission.

Our Strategic Plan will ensure we support students to not only get the most out of their course, but also out of the whole University of Sunderland experience, which we want to make personal to our students. Everything we do between now and 2022 will be focused on 'your voice', 'your course and you' and 'your place'. Our Chief Executive will ensure maximum impact from the current strategic plan whilst starting to form an ambitious vision that will drive our next strategy.

We will achieve this by focusing on three main objectives:

Your Voice

We will ensure that we are fully student led, with students directing their own activities within the Union and that we represent the interests of all our members.

Your Course and You

We will support you to stay on your course and help you to achieve your education goals.

Your Place

We will be positive and proactive representatives of our university and city, to help students enjoy living, studying and belonging to Sunderland and our University.



How we're run.

Finance and Funding

The Students' Union operates as a standalone organisation, with its own independent financial status and is funded by the University through a block grant. This is supplemented by self-generated income through event tickets, media sales and student group memberships, which takes our total revenue to £1.1m. This enables us to deliver student facing activities and services.

Our Trustee Board

Sunderland SU is governed by a Board of Trustees, who ensure that we are operating properly and in the best interest of Sunderland students. There are currently 12 members of the Trustee Board. Sabbatical Officers and Student Trustees take 7 places on the trustee board, along with 5 External Trustees, who are volunteers from outside organisations who add knowledge and expertise to what we do. Trustees are also accountable to the Charity Commission and ensure we make sound financial decisions, act within the law and respond to the needs of all students. Responsibility for day to day operations is delegated to the Students' Union Chief Executive and staff team.



Sunderland SU is such a friendly, caring and driven organisation with so much passion amongst the teams.

Katherine Cooper, Marketing and Communications Manager



The SU is extremely values-driven and really encourages its staff to thrive, developing them to achieve their goals.

Nicola Edwards, Representation Senior Coordinator



What we do.

Representation

It is important that students have a formal channel of communication with the University so that they can influence decisions which will affect them. The Students' Union provides training, support and structure for hundreds of elected leaders and helps them to represent students' interests, influence and communicate with the University to create change. Representation is a major part of our work, and recent campaigns led by the SU on behalf of students have led to changes such as reducing food waste on campus, the introduction of free sanitary products and the roll out of a lecture capture service.

Advice & Advocacy

We offer skilled, professional advice and guidance to students, helping them to represent their interests and access support. Our expertise includes a variety of issues from university policy and procedure, to housing and wellbeing. Our free, impartial and confidential advice helps students to explore options, enabling them to make informed and considered decisions.

Support

The Student Engagement team works hard to help students meet, mix and feel happy and confident during their time at university. Our SU Buddies scheme helps students to transition to university life more easily, feeling welcomed and making connections with others. We also work with external organisations' to provide useful training sessions for students to help them develop important knowledge and skills. Topics have included coaching skills and training for health and wellbeing champions.

Societies

The Students' Union runs numerous great societies, offering a wide variety of opportunities for students to join and build communities of like-minded people, make friends that last a lifetime, and take part in fun and enriching activities. Our list of societies is constantly growing and includes everything from nursing to community gardening; law to video games, ensuring that there really is something for everyone.

Our elected leaders.

Every year, members elect a new team of students to be the SU Executive Team – to lead the SU, work on campaigns they're passionate about, and to represent students' interests at the highest level in the University.

The Exec Team is made up of 3 full-time paid Sabbatical Officers (students who have either taken a year-out of their studies or have just graduated) and 6 part-time volunteer, Non-Sabbatical Officers (students who carry out their duties alongside their studies).

Our 2020-2021 Full-time Exec Team are:



President: Activities

Chris Davison

The role of the President: Activities is to be the lead officer for students on creating opportunities for non-academic development. They will ensure students get the best experience in areas including employability, community building, volunteering and provision of facilities. They will campaign to improve non-academic development opportunities at Sunderland and be the lead officer on all student led activities.



President: Wellbeing

Diogo Quintas

The role of the President: Wellbeing is to be the lead officer for students on welfare and safety policy development. They will ensure students get the highest experience in areas including, but not limited to, mental health, crime prevention, equality and diversity and accommodation. They will campaign to improve wellbeing within the University and local area and be the lead officer on all wellbeing projects.



President: Education

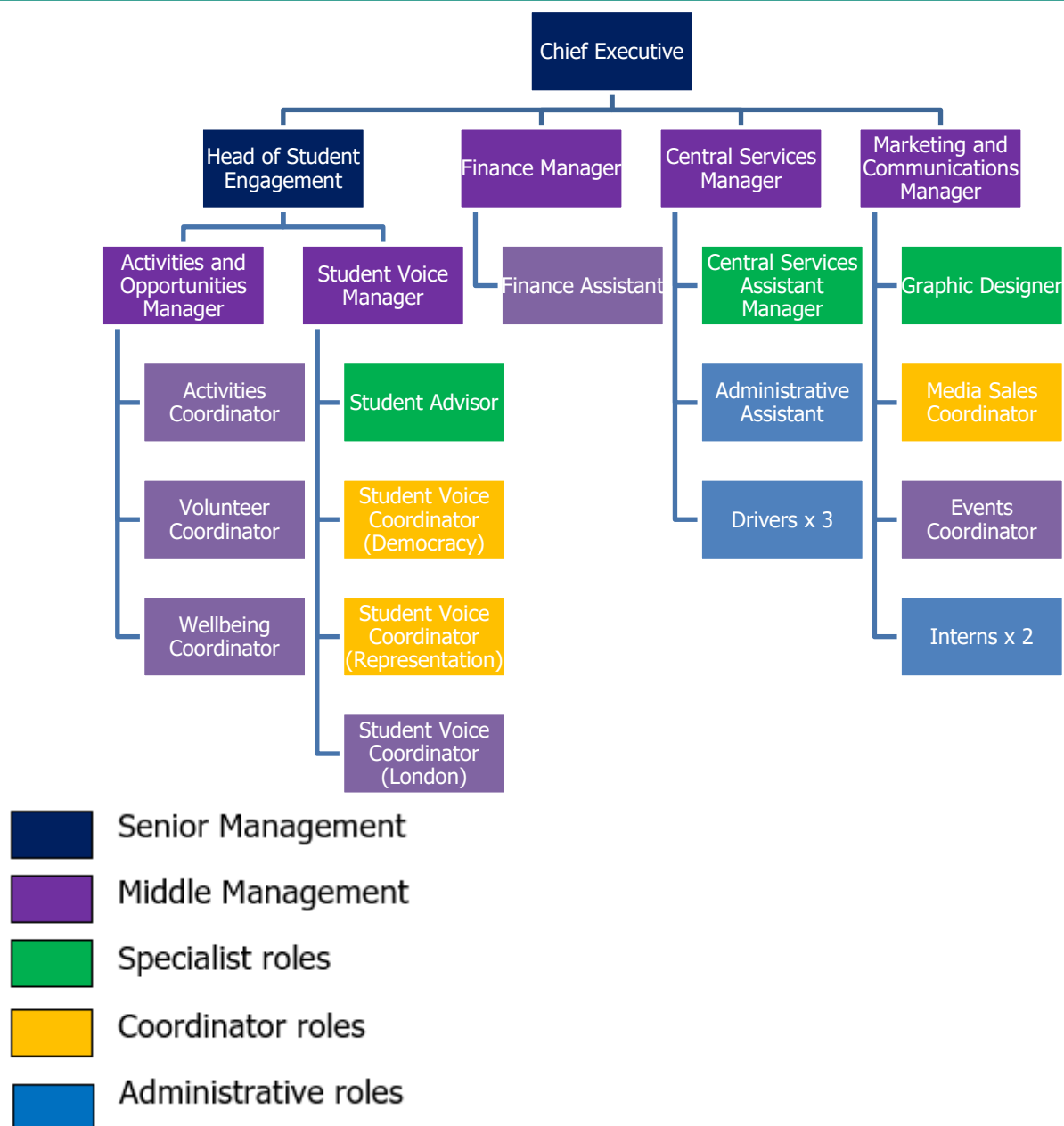
Georgios Chnarakis

The role of President: Education is to be the lead officer for students on educational policy development. They ensure students get the highest academic quality in areas including teaching, feedback and assessment and timetabling. They will campaign to improve education issues in the University and be the lead officer on all academic projects.

You can find out about our full Exec team at www.sunderlandsu.co.uk/yourexec



Our staff structure.



You can find out more about our Exec Team, Board of Trustees, Staff Team and Union Council at www.sunderlandsu.co.uk/whoweare



Working with us.

Our Locations

The Union has a presence throughout the campus, with two locations in Sunderland where students can drop in and meet our team. We also have staff frequently on site at our growing London campus which currently has around 4000 students.

Our main office address is: Ground Floor, Edinburgh Building, Chester Road, City Campus, Sunderland, SR1 3SD.

About the City of Sunderland

Sunderland is a welcoming, friendly city that's brimming with creative potential. It's set right on the coast, with wide sandy beaches and plenty of green space, and only a short journey away from historic Durham and the lively city of Newcastle. It has a fascinating history, numerous sporting attractions, a vibrant music scene and a strong arts and culture programme, in which the University plays a significant part.

If coming to work at Sunderland SU would mean relocating, you can find out more about the city at seeitdoitsunderland.co.uk and sunderlandculture.org.uk.

Flexible Working

Our office hours are 9.00 to 5.00, Monday to Friday, however we enable lots of our staff to work flexibly. We recognise the importance of helping our employees balance their work and home life and so we welcome suggestions and requests for flexible working, and whilst we can't guarantee to accommodate every application, we do promise to carefully consider any request made.



No two days at the SU are ever the same so you never have the chance to get bored; it's a really vibrant place to work! I get real job satisfaction from meeting our students; seeing them engage in the wide range of opportunities that we have on offer and how this develops them during their time at University.

Cass Winlow, Activities and Opportunities Senior Officer



Working with **us.**

Equality, Diversity & Inclusion

We believe that everyone is unique in their own way. We are proud to have been awarded the 'Investors in Diversity for Small Charities Award' and are 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 disability.



Salary & Benefits

This vacancy is fixed term, for 8 months (February to September 2021). The role offers a competitive salary of £20,230 per annum, pro rata, working part time, 20 hours per week to be worked flexibly.

We are committed to providing a great range of benefits for our staff including:

- Employer contributions into a stakeholder pension scheme of up to 6%
- A total of 45 days' holiday per year (including bank holidays and 5-days' closure at Christmas)
- Season travel ticket loans
- Discounted sports centre membership
- On-site childcare facilities (payable)

88% of our employees would recommend
Sunderland SU as a great place to work

96% of our employees agree that **Sunderland SU genuinely cares about its employees**

About the role.

Job Title:

Media Sales Coordinator

Department:

Marketing and Communications Manager

Staff salary, grade:

Grade 3 (£20,230); this role has the opportunity to earn commission

Hours or work:

Fixed term for 8 months (February - September 2021); part time, 20 hours per week

Responsible to:

Marketing and Communications Manager

Responsible for:

None

Job Purpose:

Working under the supervision of the Marketing and Communications Manager, coordinate the Union's media sales strategy, developing revenue streams for the Union. Develop and maintain internal and external relationships and establish sponsorship opportunities. Be the lead organiser for the commercial elements of Freshers' Fair. Coordinate stall bookings and events throughout the year, generating creative ideas to increase students' awareness and drive sales.

Key Accountabilities

The key accountabilities of the post holder will be:

- Be an ambassador of the Students' Union, developing positive internal and external relationships;
- Implementing the year-long media sales strategy to ensure the Students' Union develops sustainable income generation opportunities with particular focus on Freshers;
- Lead the organisation of the commercial elements of the Freshers' Fair including managing customer relations throughout the process, post activity follow up and impact measurement;
- Work with the university to identify spaces that can be used by the Students' Union to offer as part of our sales strategy;
- Undertake research to identify student trends and work with the Marketing and Communications Manager to ensure that the Union meets their needs;
- In conjunction with the Marketing and Communications Manager, develop a plan for the growth of Refreshers' Fair;
- Met KPIs and targets as set by the Marketing and Communications Manager, including the sale of TOTUM cards;
- Contribute to a positive, high-performing and inclusive culture across the organisation.

Responsibilities and Duties:

Coordination of sponsorship deals and media bookings

- Research and development of new sponsorship leads.

TOTUM sales coordination

- Run campaigns to increase revenue in this area;
- Sales reporting.

Stall and marketing sales generation and coordination

- Maintain a database of current customers;
- Research and development of new customer leads;
- Researching and implementing additional revenue streams.

Coordination of the commercial elements of the Freshers Fair

- Responding to queries and complaints from customers and give after-sales support when requested.

Assist in the preparation and organising of promotional material or events.

Content management and revenue development of the TV system.

Assistance with the organisation of non-alcoholic based events throughout the year.

Health and Safety

- Have an understanding of health and safety legislations and ensure activities are risk assessed and fully compliant;
- Undertake training as and when appropriate.

Any other associated or similar duties that may be necessary as determined by your manager.

Other

- Help our elected Officers achieve their manifesto commitments;
- Be enthusiastic advocates for student leadership and the organisations' values;
- To actively engage in student-facing projects and activities of all kinds as required;
- Be administratively self-supporting;
- Maintain own professional networks and promote SU on a local and national level;
- Undertake any other duties and responsibilities commensurate with the post;
- May be required to work some weekends and evenings.

Person specification.

| | Essential | Desirable |
|-------------------------------|--|---|
| Qualifications | <ul style="list-style-type: none"> Evidence of ongoing CPD Relevant professional qualification | <ul style="list-style-type: none"> Professional coaching or mentoring qualification |
| Experience | <ul style="list-style-type: none"> Minimum of 2 years' experience in a sales based role Proven track record of meeting sales targets and working within budgets Managing relationships with a variety of stakeholders Producing written reports and presentations to a high standard | <ul style="list-style-type: none"> Working with stressed or distressed clients Working in/with a membership or democratic organisation Working in an education environment Working with people/students from diverse backgrounds Working in sustained and successful partnership with external organisations |
| Skills, Knowledge & Expertise | <ul style="list-style-type: none"> Comprehensive knowledge of sector Ability to build a rapport with external clients easily Ability to communicate clearly and confidently using a range of channels Strong IT skills including using Microsoft Office, a variety of digital technologies and media platforms Ability to respond positively to challenging situations and solve problems quickly and creatively Ability to work effectively in a team, inspiring colleagues to be at their best Ability to work using your own initiative Good decision-making skills | <ul style="list-style-type: none"> Good knowledge of Health and Safety law and principles |
| Values & Behaviours | <ul style="list-style-type: none"> A demonstrable commitment to our organisational values Strong commitment to, and understanding of, the principles of equality, diversity and inclusion Comfortable working in a democratic, student-led environment with the ability to empower and build constructive relationships with elected leaders | |

Reviewed: December 2020 - This job specification is non-contractual and is subject to alteration after consultation with the post holder.



How to apply.

The closing date for applications is 12 noon on Wednesday 27th January 2021.

Please reserve the following dates in your diary when you apply:

| ACTION | DATE |
|-------------------------------|---|
| Closing date for applications | Wednesday 27 th January 2021 |
| Interviews | Monday 8 th February 2021 |

We will not accept CV's and covering letters for this role.

Please download an application form from our website www.sunderlandsu.co.uk/jobs which includes:

- Application form Part 1: Application for employment
- Application form Part 2: Confidential section (Equal opportunities monitoring)

Please note that this role is not eligible for Tier 2 sponsorship in accordance with the Home Office Points Based Immigration System. Should you require further information, please visit the Home Office website www.ukba.homeoffice.gov.uk

If you have any questions regarding the role, please contact us on 0191 5153030 or email centralservices@sunderland.ac.uk

Completed applications (both Part 1 & 2) should be forwarded by the closing date to the Central Services Team at centralservices@sunderland.ac.uk