



The University of York / The Student Centre  
James College / Newton Way  
Heslington / York / YO10 5DD

E: [enquiries@yusu.org](mailto:enquiries@yusu.org)  
T: 01904 32 3724  
[www.yusu.org](http://www.yusu.org)



<b>Job Title</b>	<b>Commercial Marketing Development Coordinator</b>
<b>Reporting to</b>	Communications Manager
<b>Place of Work</b>	The Student Centre – University of York (remote working options available)
<b>Hours of Work</b>	Permanent 35 hours a week
<b>Salary</b>	starting at £24,899 - £27,141.00 per annum

### **Purpose of Role**

To lead on and be responsible for generating income for the organisation through corporate advertising, events, and supporting sales in our commercial venues and services.

You will be responsible for building and maintaining relationships with corporate and charity partners, ensuring that any advertising campaigns meet ambitious income targets as well as being in keeping with the organisation's values. You'll lead on retail marketing to support our venues and bars and oversee our venue social media accounts.

### **Operational Management**

- Lead on the creation, development and delivery of all marketing campaigns that support our commercial services.
- Be responsible for overseeing all print and digital communications around our venues and bars including but not limited to website, POS, social media, and in-house branding.
- Be an active member of the Communications Team and lead on commercial promotional events, publicity and information campaigns that encourage students to engage with the Union and our offering.
- Actively seek out opportunities to directly engage with the student body, collecting information and insight on student behaviours and trends to inform our work.
- Lead on all key NUS partnerships and income streams, including (but not limited to) TOTUM membership, and create and deliver engaging promotional campaigns to advertise these.
- Assist the Communications Manager to identify and utilise opportunities for commercial development and new brand activations.
- Oversee administrative processes of booking in advertising activations, raising purchase orders and invoice requests and liaising with suppliers and finance staff to ensure all payments are met.
- Build and maintain a database of advertising partners and contacts in line with GDPR guidance, reviewing regularly to ensure relationships are managed and contracts adhered to.



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- Act as a key point of contact for any potential advertisers and sponsors, particularly with a focus on networking with local businesses.
- Ensure all activity is delivered in line with brand guidance and is relevant, attractive and ethical.
- Develop the brand identities of our commercial services.
- Work under their own initiative to increase the efficiency of internal communications processes and procedures.

### Finance

- Work effectively with finance staff on raising purchase orders and gathering invoices.
- Responsible for tracking income and expenditure relating to this area.
- Liaise with budget holders to ensure budgets are not exceeded.

### Staffing

- Supervise and delegate work to student staff and work experience students on set projects and briefs.

### Key Tasks:

- Create engaging print and digital communications for key events and campaigns that are held throughout the academic year such as Freshers' Week, Summer Ball and YUSU Officer Elections.
- To be the key contact for all corporate advertising enquiries and to build and maintain strong relationships with these partners.
- To be responsible for generating income throughout the academic year, ensuring targets are met.
- To take ownership of the identities and communications of our income generating services and venues.
- To run and oversee the social media accounts of our 6 bars and venues.
- Assist the wider team on showcasing the Students' Union success and our impact on the Student Experience.
- To promote the benefits and successes of YUSU both internally and externally.
- To be an advocate for YUSU.
- To attend meetings, training courses and conferences deemed appropriate to the position.

### General Notes

- The principle roles and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.
- Staff are required to have a Personal Development plan and to participate in training, meetings or conferences considered relevant to their job. Staff must carry out their duties



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with full regard to the rules, policies and procedures and conditions of service contained in the staff information guide.

- A condition of the employment is that all staff are expected to assist in key events throughout the year e.g. Freshers Fair, Summer Ball and any other key events if necessary. Staff are expected to portray a positive image both internally and externally of the Students' Union by displaying standards of service integrity, punctuality, politeness and professionalism.
- To uphold YUSU's environmental and sustainability practices, ensuring good practice is met.
- To abide by YUSU constitutions and policies.
- To work within, promote and uphold the student- led and democratic ethos of the Students' Union.
- **YUSU envisages that this post will develop through time and that the post-holder is expected to be proactive in pursuing these changes.**



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## Person Specification

Requirements	Essential	Desirable
<b>QUALIFICATIONS</b>		
University degree or equivalent qualification in similar area		*
Good general education, to A-Level or equivalent standard	*	
<b>EXPERIENCE</b>		
Experience of working within the areas of income generation, business development or commercial marketing	*	
Experience of a University campus and/or equivalent understanding		*
Experience in handling and organising data	*	
Experience in managing an employee or volunteer		*
Experience in working in a customer facing role	*	
Experience in working within a HE or charity setting		*
Highly skilled in using social media platforms for commercial marketing	*	
Experience in producing reports to show ROI		*
Experience of delivering high quality communications under pressure	*	
Experience of meeting income targets	*	
<b>Knowledge</b>		
Knowledge of marketing in a retail/customer services environment	*	
Knowledge of marketing in a HE environment		*
Knowledge of working with print media and media production		*
Knowledge of other relevant areas of expertise such as copy writing, web programming and photography		*



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Knowledge of reporting and analytic tools.	*	
Knowledge of trends in digital and social media marketing	*	
<b>SKILLS AND ATTRIBUTES</b>		
Accurate spelling and good standard of written English	*	
A high level of accuracy and attention to detail	*	
Excellent PC skills	*	
Excellent skills in negotiation	*	
General IT skills including a working knowledge of Microsoft Office		*
Excellent interpersonal skills- able to communicate effectively via a variety of methods	*	
Strong time management skills- able to meet tight deadlines, work on a number of projects at one time and cope with varying workloads	*	
Ability to work well under pressure, to be flexible and adapt to changes in priorities	*	
Possess a positive attitude to work and ability to organise own workload	*	
Able to work as part of a team as well as under own initiative	*	
Commitment to the delivery of high standards of customer service	*	
<b>Values and ethics</b>		
A positive, 'can do' approach to work	*	
Dedicated to producing inclusive and accessible communications	*	
Possesses high level of personal integrity	*	