

## **Role Description**

<b>Position</b>	
<b>Role Title</b>	Digital & Design Manager
<b>Directorate</b>	Business Development and Communications
<b>Department</b>	Marketing & Communications
<b>Pay</b>	£30,495
<b>Hours of Work / FTE</b>	35 hours – 1.0FTE
<b>Contract Type</b>	Permanent
<b>Reports To</b>	Head of Marketing and Communications

### **Principal duties and responsibilities**

1. Lead on the design, development, structure and content of the Students' Union website and other digital communications platforms, ensuring they are accessible and aligned with our brand.
2. Lead on preserving and developing the Students' Union brand, designing graphic assets and ensuring a consistent visual identity across all channels.
3. Lead on digital marketing projects that improve how members engage with the Students' Union online.

### **Key tasks**

- Lead on the design, editing and ongoing management of the Students' Union website, ensuring content is accessible, user-focused and aligned with our priorities.
- Developing the Students' Union branding and graphic assets as well as implementing brand guidelines.

- Deliver creative design solutions for campaigns and organisational projects, working collaboratively with colleagues across the Union.
- Lead on projects that enhance the Students' Union's digital marketing and online engagement, focusing on content quality, design and user-friendly experience.
- Monitor and report on the performance of marketing campaigns and digital content, using agreed metrics to assess the performance of digital communications and campaigns, informing marketing decisions.
- To provide line management to the student staff team, allocating responsibilities, work planning and monitoring performance; recruit, train and supervise student staff through support induction and ongoing day to day support.
- Budgetary responsibilities delegated by the Head of Marketing & Communications, relating to the Marketing Budget ensuring expenditure is within budget and operates within the agreed financial regulations and procedures.
- Plan, prioritise and organise workload of self and student staff team on a daily and monthly basis, being empowered to re-prioritise to deal with incoming tasks, but consulting when necessary.
- Demonstrate positive leadership through championing LBSU values.
- Work with the Data and Digital Lead to support integration between platforms (website, CRM, email marketing and other relevant systems) to ensure a connected and effective digital ecosystem.

#### **Common requirements for all roles**

- Play an active part in delivering key LBSU projects and events as directed.
- Perform other duties, commensurate with the grade and remit of the role.
- Have a commitment to your own and others' development and a willingness to undertake relevant training opportunities.
- Undertake Health and Safety duties and responsibilities appropriate to the post, always considering your own and others' health and safety.
- Work within the framework of the Union's Policies, Articles and Byelaws, ensuring that your work furthers the Union's core values and objectives.

- Act as a role model and create an environment which ensures all employees, visitors and contractors are treated fairly and with respect and professionalism.
- Embed sustainability into your working activities wherever possible.

<b>Person specification</b>	
<b>QUALIFICATION</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Relevant degree or equivalent professional experience in graphic design, web design, marketing or related field.</li> </ul>
<b>KNOWLEDGE &amp; EXPERIENCE</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Experience managing and developing websites using content management systems, including HTML and CSS to build and edit website templates and webpages.</li> <li>• Experience delivering graphic design projects across digital and print platforms.</li> <li>• Experience leading brand development and maintaining consistent visual identity.</li> <li>• Experience improving digital platforms to enhance user journeys and accessibility.</li> </ul> <p>Desirable:</p> <ul style="list-style-type: none"> <li>• Experience using analytics tools (e.g. Google Analytics) to monitor performance and inform decisions.</li> <li>• Knowledge of the student movement sector, democratically led bodies, charities and/or higher education.</li> <li>• Experience supervising or managing staff or student teams.</li> </ul>
<b>ABILITIES &amp; SKILLS</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Ability to manage projects from concept to delivery, prioritising competing demands and meeting deadlines.</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent organisational skills and attention to detail.</li> <li>• Strong written and verbal communication skills.</li> <li>• Proficient at the use of email and MS software such as Outlook, Word and Excel.</li> <li>• Ability to attend campus as directed to support with our marketing activities.</li> </ul>
<p><b>VALUES &amp; BEHAVIOURS</b></p>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• A flexible, positive, and solution-focused attitude.</li> <li>• Commitment to Leeds Beckett Students' Union's Mission, Vision and Values.</li> <li>• Commitment to working as a proactive member of a team.</li> <li>• Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity.</li> <li>• Commitment to work in a student-led, democratic environment.</li> </ul>