

# Role Description

Position	
Role Title	Marketing Operations Manager
Directorate	Business Development & Communications
Department	Marketing & Communications
Grade	3
Hours of Work / FTE	35
Contract Type	Permanent
Reports To	Head of Marketing & Communications
Responsible For	Student Staff Team

## Principal Duties and Responsibilities

1. Supervise and manage our student staff and freelancers.
2. Lead on the delivery of our customer service, online and on campus, and implement a system to support with enquiries to ensure a positive omnichannel customer experience.
3. Lead on the operational delivery of our asset production and distribution

## Key Tasks

- Lead on the delivery of an excellent customer service to our students online and on campus, as well as supporting with enquiries, ensuring that it aligns with our goal to create an omnichannel customer experience. Monitor our email and social media inboxes and coordinate our customer service offering.
- Support the Business Development Team with media sales and commercial opportunities.
- Order physical assets, liaise with suppliers, carry finance processes, and distribute all marketing material.
- Support students and staff with website queries and troubleshooting.
- To provide line management to the student staff team, allocating responsibilities, work planning and monitoring performance.
  - recruit, train, and supervise student staff through induction and ongoing day to day support
- Budgetary responsibilities delegated by the Head of Marketing and 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.

## 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 having regard to 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.

## Review

This is a description of the role at the time of issue. It is the Students' Union practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the role and requirements of the Students' Union and to incorporate reasonable changes where required, in consultation with the role holder.

## Person Specification

<b>KNOWLEDGE &amp; EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Good understanding of popular social media platforms and how to use their multiple tools (E)</li> <li>• Knowledge about the student movement sector, democratically led bodies, charities and/or higher education (E)</li> <li>• Experience of managing databases/membership systems Experience of copywriting/producing content for a range of media platforms (D)</li> <li>• Experience of using content management systems (D)</li> <li>• Experience of supervising or managing a team (D)</li> </ul>
<b>ABILITIES &amp; SKILLS</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills with an ability to present information clearly and concisely in writing or verbally (E)</li> <li>• Ability to manage and motivate a team to ensure regular daily, weekly and monthly tasks are completed accurately and efficiently (E)</li> <li>• Ability to establish strong working relationships both within and outside LBSU (E)</li> <li>• Ability to work using own initiative but knowing when to consult (E)</li> <li>• Ability to create and follow administrative systems using excellent computer literacy skills (Microsoft Office, Outlook, project management platforms) to achieve this (E)</li> <li>• Pro-active in your approach and able to prioritise work to tight deadlines (E)</li> <li>• Excellent organisational skills and attention to detail (E)</li> </ul>
<b>VALUES &amp; BEHAVIOURS</b>	<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>• Respect for the principles of client confidentiality</li> <li>• Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity</li> <li>• Commitment to excellent standards of customer care</li> <li>• Commitment to work in a student-led, democratic environment</li> </ul>