

**Job Description: Marketing and Communications Assistant (Placement)**  
**Fixed-term: Full-Time July 2025 – June 2026**

**Salary:** £23,000

**Responsible to:** Matt Gilford (Marketing and Communications Manager)

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This job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

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### **1. Purpose of Post**

Contribute to the Marketing and Communications teams' efforts to drive student engagement with the Students' Union by assisting in the creation and distribution of content across digital and physical platforms (website, newsletters, social media, app, and physical marketing materials).

### **2. Main Duties and Responsibilities**

Creating content

- Designing posters, flyers, pull-up banners.
- Writing blogs
- Copywriting
- Shortform video
- TikTok

Supporting the Executives

- Writing content for the website
- Writing newsletters
- Making content for social media
- Using data to inform decisions

Responsible for key areas

- Creating TikToks
- Community engagement on social media
- Adding events to our app
- Finding partners for student discounts
- Ensuring marketing materials are delivered around campus
- Advertising in halls

Skills you will learn

- Design
- Copywriting
- Video editing
- Project Management Software
- Data analysis
- App management
- Microsoft 365

**PERSON SPECIFICATION**  
**Job Title: Digital Marketing Assistant (Placement)**

<b>Requirements</b>		<b>Essential (E) Desirable (D)</b>	<b>Assessed by*</b>
<b>1</b>	<b>Qualifications/Training</b>		
1.1	Registered on a Digital Marketing course at Sheffield Hallam University OR a related creative subject	E	A
1.2	Related professional qualification or experience	D	A
<b>2</b>	<b>Experience</b>		
2.1	Experience working within the Higher Education/Students' Union movement or similar third-sector organisation	D	A /I
2.2	Experience in copywriting, editing and proofing	E	A/T/I
2.3	Experience in creating video content for social media	E	A/T/I
2.4	Experience in using content planning and scheduling software to manage workload and priorities	D	T/I
<b>3</b>	<b>Skills &amp; Attributes</b>		
3.1	An understanding of social media and trends	E	A/I
3.2	Ability to think creatively and to solve problems in a fast-paced environment	E	I
3.3	Ability to work unsupervised, on own initiative and work to deadlines, managing several projects simultaneously, with conflicting deadlines.	E	I
3.4	Ability to develop strong working relationships with key stakeholders in a timely and efficient manner	E	A/I

**\*A – Application, T – Task, I – Interview**