

Job Description and Person Specification

Communications Intern

Open to registered students of the University of Glasgow.

Location: McIntyre Building, University Avenue, Glasgow G12 8QQ

Salary: £11.65 per hour

Hours: 10 hours per week: working pattern to be agreed. Hours vary considerably at peak times.

Pension GUSRC will contribute 8% to the National Employment Savings Trust (NEST).

Probationary Period: 6 Months

Contract Period: 1 Year (to March 31 2024)

**Purpose of post**

To support the Marketing & Communications Coordinator in delivering high quality communications and marketing across our online and offline channels.

To increase student awareness and engagement with Glasgow University Students’ Representative Council (SRC) and its activities, events, and campaigns.

To engage with students on the ground at our events and activities, such as Welcome Week.

# Key Duties

## Student Communications: Social Media, Website, Emails

* To create and schedule engaging student-focused content for social media, our website, emails and other online and offline channels.
* To support the work of the student officers with specific student-centred communications.
* To offer communications support to SRC Departments to help them effectively engage and communicate messages to our students and other interested parties.
* To monitor and respond to enquiries on social media accounts in a timely manner, in consultation with relevant SRC departments.
* To assist with the monitoring and evaluation of various communication activities by tracking insights and analytics.
* To contribute to the efficient management and implementation of the SRC’s communications plans, as agreed with the Marketing & Communications Coordinator, Permanent Secretary and Department Heads.

## General Responsibilities

* Attend appropriate training, events, conferences and meetings as required.
* Compliance with all office and finance procedures including purchase order system.

Miscellaneous

* Comply with all organisational policies and procedures.
* Develop relevant skills and knowledge through participation in professional development opportunities.
* Work in a manner that reflects the values of the organisation as outlined in the Constitution and Strategic Plan.
* Able to work occasional evenings or weekends.
* Perform such other duties as may, from time to time, be required by the Permanent Secretary / Marketing and Communications Coordinator

### Personal Development

### As an organisation, we are keen to ensure the continuing development of our staff. This position will offer the successful candidate an opportunity to develop skills required for future marketing or communication positions. Development needs and aspirations will be discussed on a case-by-case basis.

### Hours of work, payment and period of employment

Considerable flexibility is offered. This opportunity may combine well with other part time work you undertake although you must be available full time for the full period of Welcome Week and the preceding week (September 4th to 18th 2023).

### Accountability

Directly responsible to the Marketing and Communications Coordinator.

### Additional Notes

This job description is a broad guide to the role. It may change from time to time as our organisation continues to change and evolve. It does not form part of your Contract of Employment.

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| **Attributes** | **Essential** | **Desirable** |
| Knowledge, Skills and Experience | * An excellent verbal and written communicator, with the ability to identify and communicate appropriately to a range of audiences.
* Skilled in using social media as a promotional tool, keeps on top of the latest digital media trends, and comfortable in communicating across a range of mediums e.g., Instagram, TikTok, Facebook, Twitter.
* A good organiser and timekeeper who can plan, prioritise, and keep on top of multiple projects simultaneously, often with competing deadlines.
* Good interpersonal skills with the ability to build and maintain effective working relationships.
* Strong attention to detail.
 | * Have experience and/or interest in at least one of the following: photography, filmmaking, and graphic design.
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| Motivation and Outlook | * Ability to work both independently and as part of a team.
* Enthusiastic, proactive, and self-motivated.
* Confident, Flexible.
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