**Volunteer Role: Marketing and Communications Coordinator**

**Purpose of the role:**

This role has the responsibility to work with the UoNSU Communications Team and the Welcome Committee to ensure that the Welcome Programme is communicated effectively to all students through the appropriate tone of voice and channels.

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| **What you will be doing in the role** |
| **Planning** | As welcome committee representatives on the Welcome Working Group ( made up of UoNSU staff & Elected Officers ):* **Reviewing** the 2020 Welcome Programme and subsequent feedback/reports relating to communications engagement.
* **Identify** and agree core considerations with the UoNSU Communications Team and Welcome Committee within the welcome programme 2021
* **Liaise** with the UoNSU Communications Team, assess and agree any involvement within the Marketing and communications of the Welcome Programme.
* **Agree a plan** of action to address core marketing and communication considerations for the UoN and the UoNSU Welcome Programme
* **Develop** with the UoNSU Communications team aproposal of content for the Welcome Programme 2021
* **Working** with the SU marketing and communications team on stash design and orders for committee members and mentors
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| **Implementation** | * **Agree** timescales and allocation of tasks relating to the action plan
* Work through your own agreed tasks within timescales
* **Review** against timescales regularly
* **Provide regular updates** to fellow committee members
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| **Delivery** | * Work within a **rota system** for welcome committee members to support the day to day running of the Welcome Programme
* Attendance at **some night time** events to support committee and mentors to monitor and manage student wellbeing
* **Attendance** and delivery at **mentor training** to share relevant information and build relationships with mentors.
* **Manage allocated teams** of mentors, liaising regularly with the lead mentors to ensure systems and processes are being followed
* **Work** with the Communications team to order stash for the mentors.
* **Collaborate** with the UoN Marketing team to ensure the university promotes SU events.
* **Oversight** of ticketing and access codes
* Being the **key point of contact** on the committee for the mentor teams allocated to you, problem solving and troubleshooting with Lead Mentors to overcome any obstacles that are presented during the week
* **Monitoring and managing** of the Mentor and Committee Instagram account
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| **Skills, experience and qualities needed** |
| In order to properly carry out this role, it is vital that you have a mix of the following skills:* Excellent written and verbal communication skills
* Previous experience of social media communications
* Experience of team working
* Solid planning and organisational knowledge
* A commitment to Equality, Diversity, Inclusion and Fairness
* Experience of working with social media content
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| **Timeline** |
| **Period 1** | From February there will be regular commitments including attending the fortnightly Events Working Group meetings and attending a programme of training to help equip the role.March & May will involve taking part in the recruitment of new Welcome Mentors, this will require committee members to be available to spend at least 4 hours involved in the process. |
| **Period 2** | 26th April – 18th June (acknowledging that exams will take priority for committee members particularly between 17th May and 4th of June) will involve various administration tasks and meetings to ensure that all planned activities and events related to the welcome programme are arranged prior to the end of term.  |
| **Period 3** | Week commencing the 6th September will involve final plans, meetings and briefings throughout the week.Week commencing the 13th September will require committee to be available to be involved in the 3 day training programme for mentors, International Welcome days and move in days on a rota basis. Week commencing 20th of September will be the delivery of the welcome programme and you will share a rota of duties for that week.Week commencing 27th of September there will be some tasks and follow up meetings to complete your role. |
| **Support** |
| You will be provided support directly by the Communications Coordinators, Activities Officer and a SU staff mentorThere will also be support available where relevant other Students’ Union key staff appropriate to the areas of coverage of the programme. Training will be provided specific to the co-ordinating committee. |
| **What you could get out of it** |
| This is a tremendous opportunity to gain experience and skills in a variety of areas including: * Teamwork skills.
* Resource control
* Planning & organising
* Communications
* Marketing

There is also the opportunity for recognition in the Annual Student Volunteer Awards. |

**Next steps:**

If you are interested, you will need to complete the Welcome Committee application form, if you have evidenced your suitability for the position you will then be invited to take part in an assessment centre style interview process.