

JOB DESCRIPTION

Job Title:	Outreach & Campaigns Coordinator	Responsible to:	Academic Experience Manager
Salary:	£27,000 - £28,000	Responsible for:	Student Leaders
Contract Type	Full-time (37.5 hour per week) Fixed Term – 14 months This role is specifically aimed for recent graduates or those that are coming to the end of their Sabbatical Officer term.		
Location:	Based at the College Lane Campus with regular travel to the De Havilland campus.		
Liaison with other personnel:	The post holder reports to the Academic Experience Manager of Hertfordshire Students' Union but will work closely with other staff members in the SU. The post holder will also work with students and University staff/departments.		
Purpose:	To lead and coordinate student engagement initiatives, including outreach, campaigns, and key projects that enhance the academic experience. The role will ensure effective student feedback collection, deliver impactful induction activities, and support the development of student voice through representation and training.		

Please note that during your probationary period, you will not be eligible to work from home and you will be required to work on campus five days per week. Following successful completion of probation, you will be eligible to work from home for one day per week, subject to the needs of the organisation, which may require full on-site attendance during busy periods.

Herts SU

- Vision:** Our vision at Herts SU is to help students love life at Herts. The Outreach & Campaigns Coordinator plays a key role in bringing this to life by creating engaging opportunities for students to shape their academic experience through feedback, outreach, campaigns, and representation.
- Values:** We are a truly values-led organisation. As such, we're looking for someone who lives our everyday values of being Helpful, Empowering, Representative, Transparent and Student-Focused. We encourage our team to have fun at work whilst never losing sight of our vision.
- Service Excellence:** We go above and beyond for our students and each other – we're committed to providing excellent service across the board and we support each other to prioritise this every day.

Equality and Diversity Commitment

Hertfordshire Students' Union is committed to diversity and inclusion amongst its staff, reflecting the communities it serves. We welcome applications from Black, Asian and ethnic minority backgrounds, as they are currently underrepresented within the Union's professional staff team. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

Key Role Requirements

Main Duties and Responsibilities

Key Responsibilities

Outreach & Engagement

- Lead on outreach activity to promote the Students' Union (specifically the Academic Experience Team's) services, helping students understand what support is available to them.
- Plan and deliver engagement opportunities (such as stalls, small events, and interactive activities) to connect with students and encourage involvement.
- Develop creative approaches to increase student awareness and participation, particularly among students who may not usually engage.

Campaigns & Project Management

- Collaborate with the Representation Coordinator and the Community Events Team to work with School and Student Community Organisers (SCOs) to plan campaigns that raise awareness of key academic and student issues, including activities for awareness weeks and heritage months.
- Coordinate and manage campaign activity from idea through to delivery, helping to keep projects organised, on track, and engaging for students.
- Monitor progress and gather feedback to understand what worked well and how campaigns can be improved in future.

Induction & Student Transition

- Support the Academic Experience Manager in booking and coordinating SU induction talks for the start of each Semester.
- Deliver engaging induction talks and sessions to help new students understand how they can get involved and shape their academic experience.
- Ensure students are aware of key opportunities such as becoming a Student Rep or sharing feedback.
- Collect feedback on induction sessions and use this to improve content and delivery for future students.

Student Representation Support

- Support the delivery of Student Representative recruitment & training, helping reps understand their role and how to represent student views effectively.
- Work with Reps throughout the year to keep them engaged, confident, and active in their role, by hosting drop-in sessions and forums.
- Support the administration of Student Representation, helping students share feedback and ensuring it is used to inform improvements.
- Support the Academic Experience Team with day-to-day administration, including monitoring shared inboxes, responding to student queries, and helping ensure timely communication with Student Representatives.

Communicating Student Voice

- Work collaboratively with the Marketing Team and Representation Coordinator to develop and deliver regular reporting on student voice activity, including showcasing the impact of work led by Student Reps and SCOs
- Work in partnership with the Advice and Insight teams to support the effective use of student feedback mechanisms, including:
 - Coordinating the collation and organisation of student submissions
 - Assisting in the analysis and interpretation of feedback data
 - Ensuring timely and meaningful reporting back to students and stakeholders on key themes and outcomes

Supporting The Wider SU Team

- Harness and maintain good working relationships with all colleagues across the SU, working as collaboratively as possible on all projects where appropriate.
- Support with the delivery of larger events like Freshers Week, Refreshers Week, the Students' Union Awards and Elections.

General Duties

- Set high standards of integrity, punctuality, accuracy, politeness, and professionalism. By personal example promote a positive image of the SU and ensure staff provide an excellent customer service.
- Ensure the effective and efficient day to day running of the department.
- Contribute towards the delivery of the SU's strategic plan.
- Attend conferences, training events and meetings as necessary.
- Build and maintain effective relationships with external stakeholders and providers, including designers, agencies and print companies.
- Undertake individual projects as required for the benefit of Uni of Herts students.
- Have a flexible approach to work and undertake any other reasonable duties that may be required, including general administration.
- Keep up to date with relevant local, national, international & sector developments, changes in legislation and good practice.
- Be sensitive when handling confidential information.
- Respect the democratic structure of the SU at all times.
- Abide by the Union Constitution and Union policies and procedures at all times.
- Support with the delivery of the Students' Union Elections, Bye-Elections and Referenda, ensuring that they are free, fair and accessible to all students.
- Be aware of the department's impact on the environment and to work within the environmental policies of the SU and the Uni of Herts.

This document outlines the duties required for the time being of the post entitled Outreach & Campaigns Coordinator, to indicate the level of responsibility. It is not a comprehensive or exhaustive document, and the management of Hertfordshire Students' Union may vary duties from time to time that do not change the general character of the job or the level of responsibility.

PERSON SPECIFICATION

Essential	Application / Interview
Enthusiastic and motivated to work with and for students	A/I
Strong communication skills (written and verbal)	A/I
Confident engaging with a range of people (e.g. presenting or talking to students)	A/I
Good organisational skills and ability to manage multiple tasks and projects	A/I
Willingness to learn and take initiative	A/I
Ability to work both independently and as part of a team	A/I
Creative thinking and willingness to try new ideas	A/I
Basic IT skills (e.g. Microsoft Office, social media platforms)	A/I
Ability to work with a wide range of people from different backgrounds and cultures	A/I
Punctual, organised, and flexible, with a willingness to work occasional evenings and weekends as required.	A/I
Desirable	

HERTS SU

Experience being in a student representative role or involved in student groups, societies, or volunteering	A/I
Experience in campaigns, outreach, or student voice work	A/I
Experience using social media to promote activities or engage audiences	A/I
Experience working within a Students' Union	A/I