

MTU CORK STUDENTS' UNION

PUBLICATIONS & COMMUNICATIONS COORDINATOR

JOB DESCRIPTION



Overview

Munster Technological University Cork Students' Union (MTU Cork SU) is the representative body for over 12,000 students registered on courses at Munster Technological University (Cork Campuses).

We are now seeking to appoint a Publications & Communications Coordinator to join our dynamic and vibrant team for a one-year period.

In this role you will be responsible for the creation, editing and layout of material for published and digital formats, including content for our website, social media and all advertising platforms. You will have the ability to create and publish original content in various forms, including oral, written and visual, as well as editing and publishing content created by others.

The successful candidate will be aware of innovative best practices and emerging trends within publishing and digital media, with an ability to make recommendations that would enhance the effectiveness and impact of Students' Union communications.

The post-holder will be an enthusiastic team player, working closely with colleagues in the Students' Union team. The post will suit a creative, confident, and self-motivated individual.

This role is key in strengthening our online presence and improving student engagement within the university. The successful candidate will develop content to drive two-way conversations, increase awareness of the work of the Students' Union and in turn help us to better understand student needs.

You will work closely with colleagues to support them to reach more students and to deliver key messages. This role is integral to supporting the diverse work of the Students' Union including student representation, welfare campaigns, events, activities, services, information and support.

Duties/Responsibilities

The Publications & Communications Coordinator will report and be responsible to the Students' Union General Manager. The role will include the following:

- Creating, producing and editing engaging content (words, images, video), within brand guidelines, ensuring it is optimised for the promotion of the Students' Union and re-purposing of content as required
- Devise a plan for digital and printed publications, with periodic updates and revisions. Co-ordinate and produce all Students' Union publications including digital publicity material
- Assist in the creation of a communications and content plan, to support the team in the delivery of key events, activities and campaigns.
- Plan and manage digital content for the Students' Union social media channels, website, emails and other digital communication channels, ensuring all content is recent, relevant and engaging.
- Responsibility for maintaining the Students' Union website with regular updates and monitoring effectiveness of the site
- Ensuring ongoing promotion of social media channels with particular reference to the layout and aesthetic
- Actively pursue sponsorship in relation to all publicity media of the Students' Union
- Maintain advertising records and invoicing system
- Provide information technology advice ensuring all systems are up to date and recommend new technologies which would be beneficial to the Students' Union's communications strategies
- Utilise student feedback and engagement for content to continue to improve and develop communications output and channels
- Ensuring content adheres to appropriate branding, policy and legal requirements, and that necessary checks are completed before publishing
- The Publications and Communications Coordinator shall perform additional duties as required in any area of the Union as requested by the General Manager from time to time

Content Creation

- Ensure timely, relevant and engaging content for our publications, social channels & platforms
- Create and develop high quality design work for use across digital and print media platforms, to effectively promote students activities and services to our students and key stakeholders
- Take responsibility for drafting and releasing news stories for the organisation, taking input from relevant team members as required and ensuring brand and tone of voice is consistent and correct
- Attend student events to capture photos and video content to utilise for marketing purposes
- Have your finger on the pulse of all latest trends for the student audience and evaluate their feasibility with audiences and available resources in mind

- Be aware of shareable, engaging content, sourcing content from external channels to build an engaged following and boost our content on social media
- Work across the staff team to gather student data from our work that can be used for campaigning, advocacy and lobbying on behalf of students
- Work closely with internal departments, elected officers, and key stakeholders to create visual interpretations of their aims and objectives

Essential requirements

- A relevant degree in Graphic Design, Digital Marketing or related field.
- Excellent communications skills including writing and storytelling skills, with an understanding of brand tone of voice and writing for web and social
- Skilled in using new media and technology to promote a message or campaign
- Skilled in developing and delivering communications plans and campaigns with clear metrics of success
- Writing copy, editing, and proofreading for all media, demonstrating excellent attention to detail
- Use of professional digital content design applications including the Adobe Creative Suite (Photoshop / Illustrator / InDesign), WordPress and Acrobat
- A good knowledge of digital media techniques, including social platforms and websites, together with the ability to create photo/video content
- Excellent time management skills

Desirable

- Experience in graphic design and print media
- Relevant experience in the creation and development of targeted, insightful and compelling content across multiple channels including website, social media, email, marketing materials, presentations, advertising and publications
- Relevant experience in the creation and management of social media campaigns on platforms such as Facebook and Instagram, Twitter, LinkedIn, Snapchat and Tik Tok
- Setting up and management of the live streaming of events to websites and social media channels
- Experience with working with digital analytics tools (for example Google and social media analytics)
- Experience in securing sponsorship/advertising

Terms of the Appointment

Employer: MTU Cork Students' Union

Salary Scale: €32,333 - €47,436

Duration: 1 year, fixed-term, whole-time contract.

Hours of work: 35 hours per week.

1. **Annual leave:** 23 days per annum
2. This is a position with MTU Cork Students' Union **based at the Student Centre, Bishopstown campus**, reporting to the General Manager

Candidates should note that eligibility to compete for posts is open to citizens of the European Economic Area (EEA) or to non-EEA nationals with a valid work permit.

The successful candidate will be required to undergo Garda Vetting.

The Students' Union is an equal opportunities employer. We encourage you to reach out to us directly should you require assistance or reasonable accommodation during the recruitment process.

Informal enquiries can be made in confidence to Vicky O'Sullivan, MTU Cork Students' Union General Manager on Vicky.osullivan@mtu.ie

Applicants should submit an up to date CV along with a supporting cover letter to Vicky.osullivan@mtu.ie

Outline clearly, how you have the necessary skills and qualifications required for this role. Please mark your application 'Publications & Communications Coordinator' in the subject field of your email.

Candidates should apply **before 12 noon (Irish Local Time) on 18th July 2022.**