



**solent  
students'  
union**

# **Digital Communications Coordinator**

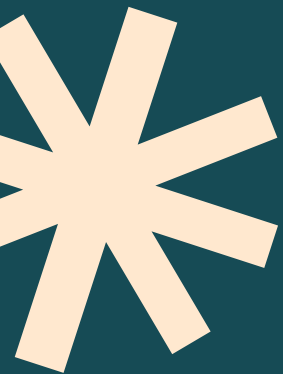
recruitment pack

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@solentsu





**welcome**

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**welcome**



Dear Candidate,

We are currently going through an exciting period of change. We have a new Chief Executive and we are heading into a new strategic year, so there are plenty of opportunities to make your mark on the future of Solent Students' Union!

Working in a Students' Union is a unique experience - one where you will be able to help champion students to not only shape their own future, but also lead the way for new students for years to come.

And that's where you come in! By downloading this pack you've taken the first steps towards joining a passionate and exhilarating team devoted towards making change happen. We are looking for someone who has a genuine passion for empowering and engaging our students. You do not have to have a background in Students' Unions or education, but we'd love to find people who share a commitment to our values and behaviours and can communicate with and support our diverse communities.

We offer a flexible, supportive, and collaborative working environment and have a huge appetite for innovation and new ideas.

Our team is diverse in a wide variety of demographics; we know we can do better and are consistently trying to be more diverse and inclusive, but we never want anyone to miss out on the opportunity to apply for what could be their perfect job. We are aware that imposter syndrome is very real when applying for new jobs. It is a feeling that you may not be worthy of applying for a role, or that you don't think your achievements are as commendable. This then holds someone back from applying for a position - and we do not want this to be the case! You are more than welcome to reach out for an informal chat or to ask any questions by emailing Amy at [amy.young@solent.ac.uk](mailto:amy.young@solent.ac.uk)

If this sounds good to you then please continue reading through this document. The rest of this application pack covers about Solent Students' Union and Solent University, our values, the job description, as well as details about how to apply.

We really hope you'll want to join us in shaping an excellent experience for all students at Solent University, so if you are interested in applying for the position - do it! We look forward to receiving your application!

Best wishes,

**Amy Young**  
Marketing and Brand Manager (Maternity Cover)

# About Solent Students' Union

Solent Students' Union is proud to say we are run by students, for students. We are here to help all Solent students have the best possible time while at university.

We are here to improve students' education, make campus life fun, look after their wellbeing, make them more employable for after university, and ultimately empower them to change the world around them.

Our students are at the heart of everything we do and our four Sabbatical Officers, who are elected annually, represent the voice for over 6500 students at Solent University. They are the face of the Union, with a reliable and innovative team working behind the scenes to support them during their time in office, as well as the wider SU.

Although we are a small team, don't let that fool you. The work we do is BIG – from hosting large scale events to working with leading organisations in the area to solve issues that impact our students. We are full of outstanding staff, volunteers, elected officers and trustees, who hold specialist skills and experiences that help our students to grow and flourish during their time with us.

We also offer a wide range of opportunities, services, and support to help students get the most out of their time at university, such as our in-house and invaluable Academic Advice service (which is completely free and independent from the University), events, volunteering, societies, the SU Exchange, course and department reps, vehicle hire and much more!

To be current and up-to-date, Solent SU needs to be constantly listening, learning, evolving and being accountable. Equality, diversity, and inclusivity, as well as sustainability, are extremely important to us and will be the driving force behind our strategic planning.

We are also a registered charity, which means that any money we generate from our SU shop, advertisements or events is reinvested straight back into our Students' Union to improve the student journey.





## our values:

### **STUDENT-POWERED**

We will be inspired by students in everything we do; they will be at the heart of our actions.

### **INCLUSIVE**

We will act so every student to feel valued, welcome, and able to fully participate.

### **PROGRESSIVE**


We will innovate and search for opportunities to take new approaches.

### **CONFIDENT**

We will be unafraid to do whatever is right for the benefit of our members.

### **EMPOWERING**

We will help students believe in themselves and their abilities to achieve their goals.







# About Solent University

Solent University is all about creating opportunities: for its students, for its staff, for its partners. It offers expertise and experiences you couldn't get anywhere else, opening doors and making introductions.

Offering a range of 139 different courses to almost 6500 students, including undergraduate, post-graduate and apprenticeships, there is something for everyone at Solent University.

As a modern and ambitious university, this is an amazing place to #MakeWaves for the future. The university is embracing new ideas, creating opportunities, and responding to market changes quicker than most.

More than anything else, they are staying focused on their key purpose – developing grounded and enterprising students who, whatever their background, leave the university with the skills and confidence employers are looking for.

While we work closely with departments from all across the university, we are a separate organisation. This is important for several reasons, but mainly it means that if students have an academic problem while studying, they can come and talk to us, the Students' Union. And they can do this in the confidence that we can take up the issue with the university and help to resolve it.

# job description

Thank you for your interest in the role of Digital Communications Coordinator at Solent Students' Union. We support and represent over 6,500 students at our city-centre location in Southampton and campuses in the surrounding areas, helping our members to have an amazing experience during their time with us.

This is a fantastic opportunity to help us amplify the student voice and promote everything we do—from campaigns and events to services and societies. You'll be central to our digital storytelling, managing website content and visual communications across multiple platforms.

This role is ideal for someone who has strong technical skills in CMS platforms and front-end web development (HTML, CSS, and JavaScript).

**Working Hours: 35 per week. Note: occasional evening or week-end work will be required to support key events. Time Off In Lieu (TOIL) will be provided**

**Salary: £23,000 - £25,000 per year**

**Reporting to: Marketing and Brand Manager**

**Direct reports: None**

# main duties & responsibilities

## Key Responsibilities

- **Web & CMS Management:** Maintain and update the Students' Union website using HTML, CSS and JavaScript to adjust layouts, enhance user experience, and resolve technical issues.
- **Content Creation:** Produce engaging multimedia content for digital and print platforms, including blog posts, emails, presentations, and printed materials.
- **Design and Visuals:** Create high-quality graphics and assets using Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, and video editing tools.
- **Social Media:** Support consistent, on-brand messaging across all social media platforms, driving awareness and engagement.
- **Digital Accessibility:** Ensure all digital content is accessible, responsive, and aligned with best practice standards.
- **Internal Collaboration:** Partner with teams across the SU to develop communications aligned with project objectives and student needs.
- **Brand Consistency:** Partner with teams across the SU to develop communications aligned with project objectives and student needs.
- **Campaigns and Events:** Support the planning and delivery of promotion and marketing of student-led campaigns, elections, and events—including occasional in-person support during evenings or weekends (TOIL provided).
- **Analytics and Reporting:** Keep track of the SU digital performance using a variety of tools.



## **Personal Specification**

### **Essential Skills and Experience**

- Strong CMS experience with the ability to customise themes and content using HTML, CSS, and JavaScript.
  - Skilled in Adobe Creative Suite and Canva for creating digital and print assets.
  - Excellent written and visual communication skills, with an eye for detail and brand alignment.
  - Familiarity with digital accessibility, SEO, and usability standards.
  - Confident collaborating with a range of stakeholders, particularly in a student-led or community-focused environment.
  - Organised, proactive, and capable of managing competing priorities independently and as part of a team.
  - Willingness to support occasional events outside core hours (with TOIL).
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### **Desirable**

- Photography, animation, or motion design skills.

# person specification

Criteria	Requirement	Tested
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## QUALIFICATIONS

Good general education, typically to Higher/ A level, or equivalent experience	Essential	Application
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## EXPERIENCE AND KNOWLEDGE

Experience in managing CMS platforms (e.g., Word-Press)	Essential	Application, Interview
Confident editing HTML, CSS, JavaScript	Essential	Application, Interview
Graphic design using Adobe Creative Suite (Photoshop, Illustrator, InDesign)	Essential	Application, Interview
Use of Canva for digital design	Essential	Application
Content creation for digital channels (web, email, social media)	Essential	Application
Understanding of digital accessibility standards (e.g., WCAG)	Essential	Application, Interview
Experience with video editing or motion graphics (Premiere Pro and/or After Effects)	Essential	Application, Interview
Excellent written English and storytelling skills	Essential	Application, Interview
Organisational skills and ability to meet deadlines	Essential	Application, Interview
Team player with strong interpersonal skills	Essential	Application, Interview
Experience working in a Students' Union, HE, or non-profit setting	Desirable	Application, Interview
Photography or animation skills	Desirable	Application



# application info

## **Application deadline**

Friday 6th June 2025 at 12pm

## **Interview date**

Friday 13th June 2025

## **apply!**

To apply please send your CV and covering letter to [su.recruitment@solent.ac.uk](mailto:su.recruitment@solent.ac.uk)

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