

Casual Staff Role: Job Description & Person Specification

Key Information

Job Title	Communications Assistant
Department	Membership and Marketing
Team	Marketing and Communications
Reporting to	Communications Coordinator
Direct Management Responsibility	N/A
Location	Roehampton Students' Union
Hourly Rate of Pay	£12.21 (excluding holiday pay) £13.68 (including holiday pay)
Hours of work	Up to 20 hours per week during term time (between Monday to Friday 09:00 – 17:00) Occasional requirement for work on weekends and evenings depending on the business requirements.
Contract type	Zero-hours (in accordance with the needs of the organisation and the individual staff member), fixed-term.

Purpose of the Role

The Communications Assistant will support the Marketing and Communications team by with crafting, building and articulating our work to various stakeholders. The role has a specific focus on creating relevant and engaging content that works particularly well on social media. Alongside crafting blogs, articles, and campaign copy to inform stakeholders of the work RSU does.

Key Responsibilities

To help make this job description as clear as possible, we've included some examples of the type of work/jobs you'll be asked to do on a regular basis as part of this role:

- **Marketing:** Support the Marketing and Communications team with a wide range of tasks, from assisting with content creation, campaign delivery, event promotion, engaging with students, and contributing to the day-to-day running of marketing activity across channels.
- **Social media:** Capture, create, and produce high-quality, engaging content for our social media channels, with a specific focus on growing our Tik Tok following.
- **Email:** Collaborate with team members to produce engaging content for our weekly email newsletter and targeted email campaigns.
- **Copywriting:** Collaborate with team members to write engaging and relevant blogs and articles for the RSU website. Alongside crafting copy and visuals that raise awareness regarding our events and campaigns.

General Responsibilities

- Comply with relevant equality and diversity policies, promoting a healthy working environment where all individuals are valued.
- Comply with relevant health and safety policies, seeking to minimise hazards for others.
- Support the development and implementation of sustainability initiatives within the organisation.
- Comply with relevant data protection policies, ensuring General Data Protection Regulations are considered when making plans and decisions.
- Establish and maintain excellent working relationships with students, volunteers, staff and individuals outside of the Students' Union (for example the University).
- Comply with the Students' Union's articles of association and other governing documents, recognising and celebrating the contribution of members to leading our work.
- Work as part of a wider team, undertaking any other reasonable duties appropriate for the grade that may be required by the organisation.

Person Specification

Education & Training	Essential	Desirable
Must be a current University of Roehampton student for the 2025/2026 academic year.	X	
GCSE Maths and English or equivalent (Minimum Grade C/4).	X	
Experience & Knowledge		
Experience in producing engaging content for the web, email or social media.	X	
Experience using social media networks such as Instagram and TikTok with a knowledge of current trends.	X	
Knowledge of social media management and analytical tools such as Sprout Social, Hootsuite and Buffer.		X
Experience working with content management systems (MSL, Wordpress) to update websites.		X
Skills & Abilities		
Excellent communication skills, both verbal and written.	X	
Highly creative individual with attention to detail, and an interest in marketing engaging content.	X	
Proficiency with the Adobe Creative Suite, or online design tools such as Canva and Adobe Express.	X	
Ability to shoot and edit high-quality video content and photography.		X
Proficient content producer with the ability to write engaging copy and proof-read.		X
The ability to work independently on your own initiative, and co-operatively within a team environment.		X
Enthusiasm to develop your skills and knowledge.		X
Values		
We're a values-led organisation, which means we're keen to attract applicants who share our priorities. We're keen to hear about times you've demonstrated the following:		
Student Focused: We exist to make student life better for students at Roehampton and everything we do should be in the service of driving this forward.	X	
Transparent: We believe we should be as open as possible about the way we work and how decisions are made.	X	
Supportive: We support equity, diversity, and inclusion and believe the Students' Union is a place where everyone can thrive.	X	
Bold: We are ambitious for our students and unafraid to challenge the status quo.	X	
High Quality: We are committed to excellence in everything we do.	X	