



Marketing Manager

Recruitment Pack - 2025

SUBU
Students' Union
Bournemouth University

Index

| | |
|------------------------------------|---|
| Welcome from the CEO | 3 |
| Why work for SUBU? | 4 |
| Our Values | 5 |
| Our Strategic Goals and Objectives | 6 |
| The Recruitment Process | 7 |
| What the team say | 8 |
| Job Description | 9 |

Our Mission

**To be
dedicated in
working for
students'
interests,
with brilliant
people and
services**



Our Vision

**For every
student to
believe we
supercharge
their life - at
BU and
beyond**

Welcome

Introduction from the CEO

Thank you for your interest in joining our team at The Students' Union at Bournemouth University (or SUBU for short). I am always excited to welcome new colleagues to our committed and talented team who work every day to create positive experiences for BU students.

SUBU is dedicated to enriching the lives of Bournemouth University students, whether that is through clubs and societies, putting on events in our venues or by supporting students with our Advice Service. We exist to further the interests of students at Bournemouth University, and everyone in our team contributes to that.

At SUBU, you'll find people who are passionate about their work, and believe in our values of Supportive, Progressive, Integrity, Collaborative, and Equity.

We want you to help us achieve our strategic goals. If you think you have the right skill set, a positive attitude and feel that you can be a great addition to our team, we would love to hear from you.

In return we'll give you a dynamic and fun working environment, where two days are rarely the same. You'll work in a friendly and ambitious team to create a real difference in the lives of our members.

At SUBU we want the right person for the role, so we recruit people, not CVs. If you are not sure if you have what is required in the person specification, but think you are a good fit for our organisation then we strongly encourage you to go for it!

I look forward to your application, and hope to see you soon.



Andy Squire
Chief Executive Officer

Why work for SUBU?

At SUBU our team have collaborated to define our values so that we live by these and work in an environment that offers support and progression. We offer flexible working conditions in a can do and positive environment, prioritising a work life balance.

As well as supporting students and having a positive impact on their time at Bournemouth University, you will be able to enjoy all of the staff benefits below;

Holiday entitlement



- 28 days for all full-time staff (pro rata for part time staff)
- Plus Christmas week closure and 2 additional days off around August bank holiday.
- Extra day off on your Birthday.

Training and Development



- Personal Development fund available.
- Work related professional development opportunities.
- Access to executive coach for work related support/guidance.

Health & wellbeing



- 35 hour working week to support work life balance.
- Employee Assistance Programme service.
- Discounted on site gym access + Free annual Wellbeing Review (including exercise, nutrition & massage).
- Cash plan to recover glasses cost and free eye tests.
- Cycle to work scheme.

Other



- Salary Sacrifice Pension
- Healthcare plan with 24hr access to GP.
- Day off to volunteer at a registered charity.
- Sick Pay Benefits
- Significant Discounts on high-street brands.
- Enhanced Maternity and Paternity Leave.
- Free venue entry to 'The Old Fire Station'

Our Values



Support

- We show empathy and compassion.
- We understand and respond to what people need.
- We share our knowledge, time, care, space, resources to help people thrive.



Progressive

- We are innovative & forward thinking.
- We strive for better and stay ahead of the curve.
- We actively seek & respond to feedback.



Integrity

- We are authentic & our actions and words align.
- We are open and honest.
- We are accountable.



Collaboration

- We work together.



Equity

- We listen.
- We recognise differences and different solutions.
- We are working for a level playing field.
- We focus on the process and not just the end result.
- We respect each individual's rights.
- We advocate and lobby on behalf of those who need it.
- We are proactive instead of reactive.

Our Strategic Goals and Objectives

To reach our vision we will focus on four strategic goals.



1. Ending student loneliness

Every student to have a strong and supportive friendship and social network.



2. Activating experience for life and work

Every student to be aware and have access to experiences that build their independence, employability and confidence.



3. Attracting talent

Increase in students choosing BU.
All students to be SUBU members.



4. Empowering with compassionate support


Students to be equipped with the right tools to navigate challenges. No student is lost looking for help.

The Recruitment Process

We welcome all applications and encourage all candidates to apply regardless as to whether they feel they meet all the criteria set out in the person specification.

At SUBU we tackle imposter syndrome by focusing on what people can do and the value they could bring to our organisation.

All vacancies at SUBU are advertised on our website at subu.org.uk/Jobs



Here you will find the link to our online recruitment portal, where you can create a login and start your application. Your application form can be completed in stages, saving your progress as you complete the form, for you then to log in at a later date to continue.

Once you have completed, checked and submitted your application, you will be sent a confirmation email. We will start our shortlisting process shortly after the closing date for each job. If you are successfully shortlisted to the interview stage you will be sent an email with the available interview times for you to choose the most convenient for you. If you are unsuccessful at the shortlisting stage you will be notified by email.

At the point of the invitation to interview you will be given the format and interview questions ahead of your selected time/date to allow you to prepare in a considered and measured approach. Our panel will be made up of the hiring manager, a sabbatical officer, and one other member of staff, all of whom will be named for you prior to your interview.

The interview will be friendly and you will be invited to ask questions. Before you meet the panel, you will be taken on a brief tour of the relevant offices and buildings to give you a sense of the environment that you would be working in.

If you are successful following your interview, the hiring manager will work with you to plan your start date and induction. This will include support with any questions and setup requirements, along with any adjustments that you need to work effectively.

If you are unsuccessful, we will contact/inform you in your preferred manner of which we will have asked you prior to interview, plus feedback so you know how the decision was made.

What the team say

Tammy Bowie

Student Opportunities Manager
Joined SUBU in 2023

"I love working in an environment where no two days are the same. One day we could be delivering training for 100 people and the next I may be supporting students on a one to one basis."



Justyna King

SUBU Triage Coordinator
Joined SUBU in 2022

"The organisation is progressive, attentive, and allows you to be the best version of yourself."



Andy Elsey

External Partnerships Manager
Joined SUBU in 2014

"I really like the flexibility of the job around family life. Being able to be flexible around childcare and school is great."



About the role

MARKETING MANAGER

SUBU are looking for a Marketing Manager to develop SUBU's marketing to focus on, and evolve, our audiences, plans, tone, style and planning to maximise engagement with members

Apply online here: [LINK](#)

| | |
|-----------------------|--|
| Job Title: | Marketing Manager |
| Hours: | Full Time, 35 hours a week – occasional evening and weekend work |
| Salary starting from: | C1 (new staff are recruited to SUBU within the lower end of their roles band) |
| Responsible to: | Head of Marketing and Communications |
| Responsible for: | Digital Communications Executive, Graphic & Web Designer |
| Place of work: | SUBU, The Student Centre, Talbot Campus (Bournemouth University) |

Purpose of role

To develop SUBU's marketing to focus on, and evolve, our audiences, plans, tone, style and planning to maximise engagement with members.

To lead the delivery of new and existing marketing projects within SUBU to maintain quality, value for money and keep in line with our SUBU and communications strategy, while increasing engagement.

To manage a team of two full time staff, occasional casual student staff, freelance staff and external agencies to enable the functions of the department within agreed budgets.

Key Tasks

- Effectively lead, inspire, develop, and manage the work of direct reports.
- Responsible for setting workloads, priorities, objectives and other general line management responsibilities.
- Be the lead on all operational brand and marketing considerations, including leading the team to ensure the creation of promotional assets, ensuring all content is of high quality, timely, and appropriate to the audience.
- Oversee engagement campaigns, events and projects as required. Responsible for delivering, supporting or contribution to the creation and production of the marketing aspects of SUBU projects. Take responsibility for marketing planning with a focus on the needs and aims of the project.
- Have overall responsibility for content on the Union's digital platforms and marketing, such as social media and email campaigns. Oversee and grow the Union's online provision and engagement, ensuring content is relevant and accurate. Coordinate the photography and filming of key Union activities and events.
- Act as a guardian of the Union's brand identity, ensuring that its applications are in keeping with brand guidelines.
- Lead on the planning and delivery of brand events, such as the Freshers' (September) and Refreshers' (February) Fairs, Officer Elections, Student Awards, SUBU Summer Ball.
- Track and monitor workflow of the team, ensuring that staff levels are adequate and efficient. Measure work levels, plan for peak demand, prioritise work and progress jobs in a timely fashion. Maintain the ticketing system to manage design and marketing requests from colleagues, including design production, printing, and publishing.
- Provide additional assistance to student employees by supporting full-time staffs' supervision of these roles.
- Provide support to the Head of Marketing & Communications to develop a strategic marketing plan for all Union departments, services and activities and manage the Union's marketing activities in support of it.
- Support the development of a marketing strategy that builds engagement, participation, and awareness with our membership and other stakeholders.
- Provide engaging and accessible copy, suitable for our student audience.
- To be the first point of call for incoming press requests. Act proactively and reactively as the primary point of contact for prospective external and internal partner enquiries.
- Provide ongoing support to SUBU's student-led Nerve media outlets including Radio, TV, Online News, Photography and Sport. Responsible for running committee elections each year and assisting with day-to-day activities such as budget management, Committee Elections, Ofcom applications and providing opportunities for content capture.
- Carry out marketing segmentation and propose marketing communications solutions to drive engagement with different student groups – maintaining inclusivity, identifying hard to reach groups and non-engaged members. Interpret analytics and improve the performance of digital engagement tools.
- Maintain and oversee the data requirements of digital marketing databases, website memberships and other customer data involved in marketing and membership activity.
- Provide information relating to communication and marketing activities, and digital platforms for key reports and meetings as required by the Head of Marketing & Communications.
- Liaise with University staff and external companies on issues relating to marketing and communication.

General for all staff

- The principal roles and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.
- Staff must always adopt and endorse the company's vision and values as well as all supporting policies, across all aspects of the role.
- Staff are required to have a Personal Development plan and to participate in training, meetings or conferences considered relevant to their job.
- Staff must carry out their duties with full regard to the rules policies and procedures and conditions of service contained in the staff handbook
- To abide by the company's policies and procedures
- To adhere to all health and safety legislation
- SUBU is committed to promoting, educating, and taking direct action on environmental sustainability. All SUBU employees are expected to integrate environmental sustainability values and action into their role where feasible.
- To undertake any other task that is deemed reasonable within your skill set.

Person Specification

- Three years' experience working in a marketing role
- Two years' experience line managing or supervising a team of staff
- Experience of engaging the services of agencies or freelancers
- Experience of working within a student or similar membership engagement organisation
- Thorough understanding of the workflow of a small marketing & communications team.
- Knowledge of pre-press and printing processes, campaigns and digital platforms
- Thorough understanding of managing, segmenting and using data to improve engagement with members, students or customers
- Excellent interpersonal skills
- Project management and priority setting
- Excellent understanding of Mac and PC based tools including Microsoft Office & Adobe suite.
- Competent graphic designer & with an eye for detail
- Competent at budget setting and management
- Competent photographer
- Excellent and clear verbal and written communication, including copywriting
- Self-motivated

Pay Bands











Chief Executive Officer and Full Time Officers are not included within this system. Please refer to pay policy for this information.

Each band base will be increased annually at the same rate or less than that years COLA, to permit length of service progression within the band. Bases may also increase based upon ongoing market rate research and Hays reviews.

The split in each band, shown as darker & lighter blue (e.g B1 or B2) provide a higher starting point for some non-standard or specialist roles. All roles within a complete band (e.g B1 & B2 combined) have the same maximum so roles all progress up to the same limit.

Adjacent bands may share a partial salary crossover to allow for varied experience, skills & knowledge levels to be recruited and rewarded.

Bands D & E have identical bases as this is the amount SUBU will never pay less than, as reviewed annually through the Board. Maximums for each band do differ however, to allow further progression within higher bands.

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|---|------------|---------|---|
|  | Band A Max | £65,000 |  |
| | A2 Base | £60,000 | |
| | A1 Base | £48,800 | |
| A1 | | | A2 |
|  | Band B Max | £43,500 |  |
| | B2 Base | £41,000 | |
| | B1 Base | £34,000 | |
| B1 | | | B2 |
|  | Band C Max | £36,000 |  |
| | C2 Base | £31,000 | |
| | C1 Base | £26,500 | |
| C1 | | | C2 |
|  | Band D Max | £28,500 |  |
| | D2 Base | £25,500 | |
| | D1 Base | £23,500 | |
| D1 | | | D2 |
|  | Band E Max | £26,000 |  |
| | E2 Base | £25,000 | |
| | E1 Base | £23,500 | |
| E1 | | | E2 |

Meet the hiring manager

Shani Legg

Head of Marketing and Communications

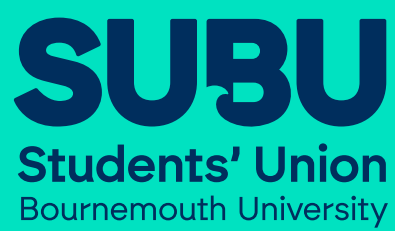
At SUBU, we're proud to be the voice of over 14,000 Bournemouth University (BU) students. The Communications Team plays a vital role in making sure students stay informed, engaged and connected – whether that's through dynamic social media content, targeted email campaigns, impactful news stories, or eye-catching print materials.

We work with every department across the Students' Union to deliver effective communications that reflect the vibrant and diverse student community here at BU.

I'm looking for self-motivated, enthusiastic individuals who are passionate about student life and have a real flair for writing and communication. If you're motivated by the idea of improving the student experience and being part of a fast-paced, creative team, I'd love to hear from you!



For an informal chat about this role please email slegg@bournemouth.ac.uk to set up a call.



subu.org.uk