



St Mary's
University
**Students'
Union**



RECRUITMENT PACK

**MARKETING AND INCOME
OFFICER**

Chief Executive's Introduction

Thank you for your interest in the role of Marketing and Income Officer (Maternity Cover) at St Mary's Students' Union (SMSU).

At SMSU, we're proud to be part of a university community built on academic excellence, collaboration and a strong student-centred ethos. Everything we do is rooted in empowering students and amplifying their voices.

This is an exciting time to join us. As our digital presence, partnerships and commercial activity continue to grow, the Marketing & Income Officer will play a key role in shaping student engagement and supporting sustainable income generation.

In this role, you'll combine creative marketing with income-focused work—producing high-quality digital content, managing communication channels, and working with colleagues to promote services, events and campaigns. You'll also support commercial partnerships, delivering advertising and sponsorship activity that contributes to the Union's financial resilience.

From creating engaging multimedia content to supporting major events like Welcome Week and Elections, you'll be central to how students discover opportunities and connect with their Union. You'll bring creativity, strong communication skills and a proactive approach to a fast-paced, student-led environment.

We're excited to meet candidates who are imaginative, organised and committed to delivering accessible, inclusive and impactful communications for our diverse student community.

Thank you again for your interest. We hope you will consider applying and contributing to the continued growth and success of SMSU.



Kind Regards,

James Turnbull
CEO



About the Students' Union

SMSU is a charity run by students, for students!

Each year the student-body elects two peers to represent them as sabbatical officers aka Presidents.

The Student Life President is the Chair of the Board of Trustees, leads on social events, societies, fundraising, sport, welfare and campus facilities including accommodation.

The Education President sits on senior academic committees and leads on academic representation, course reps and subject chairs.

Alongside our two Sabbatical Officers, we have four Elected Vice-Presidents covering areas of Wellbeing, Inclusion, Postgraduate and International.



Job Description

The Marketing & Income Officer is responsible for delivering high-quality, student-focused communications across all platforms while generating commercial income through advertising, sponsorship, and brand partnerships. The postholder will lead content creation, digital engagement, and the promotion of SMSU's services, events and opportunities. They will also act as a key point of contact for student and public enquiries, supporting the Union's professional image and responsiveness.

Salary: £31, 236

Hours: 36 hours per week, Full-Time

Term: Fixed Term (Maternity Cover)

Closing date: 4th January, 23:59pm.

If you would like more information or an informal chat, please email smsu@stmarys.ac.uk.

Your Responsibilities

Marketing & Communications

Implement and develop SMSU's communications strategy across social media, email, print and digital channels.

Create engaging and innovative content for multiple platforms, including video, photography, graphic design and written articles.

Tailor messaging to specific student demographics and campaigns, ensuring accessibility and relevance.

Manage and schedule posts on SMSU's social channels (Instagram, TikTok, Facebook, X/Twitter, LinkedIn).

Maintain and update the SMSU website using UnionCloud CMS, including uploading news, campaigns and promotional content.

Monitor social media trends and platform analytics to optimise engagement and reach.

Promote Union-led services, events and campaigns in partnership with staff and elected officers.

Income Generation

Support the Membership Services Manager in building relationships with commercial partners to generate advertising revenue and secure sponsorships.

Sell media space (digital, print and in-person) to relevant external clients, maintaining high standards of professionalism and brand alignment.

Coordinate and deliver marketing packages for advertisers, ensuring timely and accurate fulfilment.

Identify new income opportunities through creative collaborations, student promotions and local business outreach.

Monitor and report on commercial activity, ensuring accurate records of income and partner engagement.

Event & Campaign Support

Provide on-the-ground communications and visual content at key SMSU events (e.g. Welcome Week, Elections, Campaigns).

Capture high-quality photos and video footage to promote student engagement.


Attend SMSU stalls and fairs to raise awareness of services and campaigns, including occasional out-of-hours work.

Reception & Enquiries

Act as first point of contact for students and visitors entering the Union office.

Respond to general enquiries by phone, email and social media in a timely and professional manner.

Provide administrative and event support to the wider SMSU team, including minute-taking and campaign logistics.



Person Specification

	Essential	Desirable
Knowledge and Qualifications		
Understanding of Students' Union or HE environment		X
Basic knowledge of HTML/CSS		X
Skills and Competencies		
Experience in a marketing, communications, or content creation role	X	
Proven customer service experience	X	
Experience working with social media platforms (Instagram, TikTok, Twitter/X, Facebook)	X	
Strong copywriting and written communication skills	X	
Experience shooting and editing video content (Final Cut Pro or similar)	X	
Photography and photo editing experience	X	
Experience creating graphics (e.g. Photoshop, Canva)	X	
Ability to edit websites using CMS (e.g. UnionCloud, WordPress)		X
Experience generating income through advertising/sponsorship		X
Personal Attributes		
Strong interpersonal and verbal communication skills	X	
Good organisational skills and ability to manage workload	X	

Person Specification

	Essential	Desirable
Personal Attributes (continued)		
Creative, proactive and self-motivated	X	
Confident team member with the ability to work independently	X	
Strong attention to detail and an eye for visual design	X	
Committed to inclusive and accessible communications	X	
Willingness to work occasional evenings and weekends	X	
Passionate about working in a student-led, democratic environment	X	



THANK YOU



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