



STUDENTS' UNION
UNIVERSITY FOR THE CREATIVE ARTS

MARKETING & CAMPAIGNS MANAGER

CANDIDATE

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WELCOME TO UCASU

Dear Candidate,

The role of Marketing & Campaigns Manager at the University for the Creative Arts Students' Union (UCASU) will suit a creative and ambitious individual who is passionate about reaching students, telling their stories and developing campaigns around the issues that matter to them.

This is a new, hands-on role combining strategic thinking with creative delivery. You will lead our marketing and campaigns activity, shape how we communicate with students, and work directly with them to develop campaigns and create content that reflects their experiences, ideas and creativity.

Working closely with our Head of Community & Voice, Community Organisers, Elected Officers and colleagues across the University, you will help build UCASU's visibility and engagement across our campuses. A particularly important part of the role will be creating opportunities for students to contribute their own creativity, skills and ideas to our work.

UCASU represents a creative and diverse student body across multiple campuses. We are committed to empowering students, amplifying their voices and enhancing their university experience. Your creativity and expertise will help us continue making a meaningful impact on our members' lives.

We look forward to receiving your application!

Best Wishes,

Kyley Winfield
Chief Executive Officer (CEO)
(He/Him)



A vibrant, warm-toned photograph of two women celebrating at an outdoor event. The woman on the left is wearing a green patterned dress and has her face partially obscured by a large, soft pink bokeh effect. The woman on the right is wearing a dark patterned dress, large silver earrings, and a blue wristband that says "GLASSHOUSE". She is holding a small pink bag and has her hand raised, with colorful powder (yellow, orange, green) falling around her. The background is a bright, hazy outdoor setting with other people visible in the distance.

#1 ABOUT US

WHAT IS THE UNIVERSITY FOR THE CREATIVE ARTS STUDENTS' UNION?

UCA Students' Union (UCASU) is an independent charity representing and supporting over 4,000 students across UCA's campuses in Epsom, Farnham, Canterbury and Maidstone TV Studios.

Our vision is **a creative community where every student belongs**, guided by our values of **Creativity, Connection** and **Community**.

Everything we do is focused on **supporting students, building community** and **improving life at UCA**.

Our current three-year Strategic Direction was developed in partnership with over 500 students, alongside Union staff and colleagues across the University.

Our strategic direction places students at the heart of our organisation and focuses our work around three strategic priorities:

1. **Representation & Influence**
2. **Skills & Employability**
3. **Wellbeing & Belonging**

OUR COMMUNITY & VOICE ETHOS

Our approach is built around a simple idea: students should not simply receive services from their Students' Union; **they should actively shape their education, campus experience, communities and Union.**

Here's how that looks in practice:

STUDENTS LEAD

Students identify issues, develop solutions, influence decisions and lead change.

STAFF ENABLE

Our role is to support, facilitate, coach and connect, creating the conditions for students to organise, develop and succeed.

COMMUNITIES CREATE BELONGING

Strong communities create friendship, opportunity, confidence, connection and belonging.

REPRESENTATION CREATES CHANGE

Student experiences and insight should lead to meaningful influence and tangible change.

ABOUT THE COMMUNITY & VOICE TEAM

UCASU is developing a new approach that places student voice, academic representation, community and belonging at the centre of our student-facing work.

The Community & Voice team brings together representation, democracy, student leadership, community-building, campaigns and communications, helping us to work with students in a more connected and visible way across our campuses.

The team consists of:

- Head of Community & Voice
- Community Organiser – Farnham
- Community Organiser – Epsom
- Community Organiser – Canterbury
- Marketing & Campaigns Manager

Community Organisers are our primary relationship-builders, working visibly across our campuses to connect students with communities, opportunities and routes to influence. The Marketing & Campaigns Manager amplifies student voice through campaigns, communications and digital engagement.

The Head of Community & Voice provides strategic and operational leadership across this work, ensuring the different parts of the model work effectively together.

A photograph of three young people standing outdoors in front of a modern building with a dark facade and vertical wooden slats. On the left, a young man with blonde hair and glasses wears a black t-shirt and light-colored pants. In the center, a young man with curly hair, a white bandana, and glasses wears a dark blue hoodie and khaki pants, making a peace sign. On the right, a young woman with long red hair and glasses wears a black floral top and a backpack, holding a small object. The text "#2 INTRODUCING THE ROLE" is overlaid in the center.

#2 INTRODUCING THE ROLE

ROLE SPECIFICATION

Job Title: Marketing & Campaigns Manager

Salary: £32,000–£35,000

Hours: 35 hours per week

Reports to: Head of Community & Voice

Location: Based across our Epsom and Farnham campuses in Surrey, with regular travel to Canterbury and Maidstone TV Studios

Direct Reports: Student staff, volunteers and other personnel, as applicable

This is a genuinely multi-campus role, and we are looking for someone who will enjoy travelling between our campuses, being visible within our different student communities and building relationships across UCA.

PURPOSE OF THE ROLE

The Marketing & Campaigns Manager plays a key role in amplifying student voices, strengthening community and communicating the impact of UCASU.

Working across campuses, the postholder will lead UCASU's marketing, communications and campaigns activity, ensuring students, staff and stakeholders understand the value, impact and opportunities created by the Students' Union.

This role combines strategic planning, creative content development and campaign delivery with direct engagement with students, student leaders, Officers and stakeholders. The postholder will champion a community amplification approach, supporting students to tell their own stories and ensuring student voices remain at the heart of UCASU's communications.

The Marketing & Campaigns Manager will work closely with Community Organisers, Sabbatical Officers, student representatives and University colleagues to build visibility and strengthen engagement, while creating opportunities for students to develop skills, showcase their creativity and contribute directly to UCASU's communications.

STRATEGIC COMMUNICATIONS AND CAMPAIGNS

- Lead the development and delivery of UCASU's communications, marketing and campaigns activity.
- Contribute to the delivery of UCASU's Strategic Direction and Annual Operating Plan.
- Develop and deliver communications plans that support organisational priorities, campaigns and key projects.
- Lead organisational campaigns and support student-led and Officer-led campaigns.
- Ensure communications and campaigns reflect student priorities and support positive change.
- Identify opportunities to increase the visibility, influence and impact of UCASU.

STUDENT VOICE AND COMMUNITY AMPLIFICATION

- Champion a community amplification approach to communications.
- Amplify student voices, achievements, creativity and experiences through UCASU's communications channels.
- Support students, Officers and representatives to develop and deliver campaigns and communications activity.
- Promote opportunities for students to contribute their creativity, skills and expertise to UCASU communications, campaigns and projects.
- Attend outreach activity and engage directly with students to gather stories, feedback and insight.
- Work closely with Community Organisers to ensure communications reflect the lived experiences of students.
- Promote opportunities for students to engage with representation, leadership and community activity.

CONTENT CREATION AND CREATIVE DEVELOPMENT

- Lead the creation, coordination and commissioning of written, visual and digital content that reflects UCASU's values and strategic priorities.
- Work directly with students to commission, support and showcase creative work that contributes to UCASU campaigns, communications and storytelling.
- Develop opportunities for students to contribute to communications activity through live briefs, creative projects, collaborations and portfolio-building opportunities.
- Facilitate student creativity and talent, ensuring student work is at the heart of UCASU communications wherever appropriate.
- Coordinate and curate content produced by students, providing guidance, feedback and support to ensure quality and consistency.
- Commission, support and curate student-generated content.
- Ensure content is accessible, inclusive and appropriate for diverse audiences.
- Support the development of creative campaigns and storytelling approaches that engage students.
- Maintain quality and consistency across communications and promotional materials.

BRAND AND COMMUNICATIONS

- Lead the ongoing development and implementation of UCASU's brand.
- Ensure the Union's mission, vision and values are consistently reflected across communications.
- Develop and maintain templates, resources and brand tools that can be used by staff, Officers and student leaders.
- Support staff, Officers and student representatives to communicate effectively and confidently.
- Work collaboratively with University colleagues and external partners to maximise the reach and effectiveness of communications.
- Develop effective working relationships with key stakeholders, including UCA's Central Communications Team.

DIGITAL PLATFORMS AND ENGAGEMENT

- Lead the management and development of UCASU's digital communication channels, including social media, website and email communications.
- Monitor engagement across platforms and identify opportunities to improve reach and effectiveness.
- Ensure digital communications remain relevant, engaging and responsive to student needs.
- Explore new communication channels and approaches that support student engagement.
- Support the development of online communities and digital engagement opportunities.

INSIGHT, IMPACT AND ORGANISATIONAL LEARNING

- Develop systems for capturing, analysing and communicating the impact of UCASU's work.
- Monitor communications, campaign and engagement data and use insight to inform decision-making.
- Produce reports, dashboards and impact stories that demonstrate the value of UCASU.
- Support the collection and communication of student feedback and engagement data.
- Contribute to organisational learning and continuous improvement.

KEY STUDENT MILESTONES AND EVENTS

- Lead communications planning and delivery for Welcome, Move-In, Graduation and other key student milestones.
- Support the delivery of major campaigns, events and student-facing activity throughout the year.
- Attend and support key Union activities and events as required.
- Work collaboratively with Community Organisers and Officers to maximise student participation and engagement.

LEADERSHIP AND MANAGEMENT

- Lead, manage and develop student staff and volunteers as appropriate.
- Support the recruitment, training and development of student content creators, communications volunteers and other student contributors.
- Manage marketing and communications budgets effectively.
- Ensure activity is delivered in line with relevant policies, procedures and legislation.
- Contribute positively to a collaborative, multi-campus team culture.
- Demonstrate flexibility and a willingness to support wider organisational priorities and activity where required.
- Undertake other duties reasonably required by the Head of Community & Voice consistent with the level and nature of the role.



PERSON SPECIFICATION

We are looking for someone who can combine strategic thinking with creative, practical delivery and who genuinely enjoys working with students and bringing their voices, experiences and achievements to life.

You will be comfortable moving between campaign planning, content creation, digital communications and visible engagement with students, including regularly travelling between our campuses.

ESSENTIAL EXPERIENCE AND KNOWLEDGE

- Experience of developing and delivering communications, campaigns or engagement activity.
- Experience of building positive relationships with a wide range of people and stakeholders.
- Experience of creating content across a range of communication channels and platforms.
- Experience of coordinating projects and managing competing priorities.
- Experience of supporting or facilitating campaigns, engagement initiatives or community activity.
- Strong written and verbal communication skills.
- Experience of using digital communication platforms and tools.
- Understanding of how communications can support community-building, participation and engagement.
- Experience of monitoring activity, evaluating impact and using insight to inform decision-making.
- Experience of managing budgets and resources.
- Basic design skills and experience creating visual communications materials.

ESSENTIAL SKILLS AND BEHAVIOURS

- Excellent communication and storytelling skills.
- Ability to communicate complex information clearly and effectively.
- Demonstrates a positive, solutions-focused and can-do approach.
- Demonstrates a growth mindset, showing openness to learning, feedback and continuous development.
- Comfortable working in a dynamic environment where priorities may change in response to student and organisational needs.
- Demonstrates adaptability, resilience and a positive approach to change.
- Builds collaborative relationships and works effectively with others.
- Demonstrates professionalism, integrity and sound judgement.
- Comfortable engaging directly with students, student leaders, Officers and stakeholders.
- Ability to balance strategic thinking with hands-on delivery.
- Ability and willingness to work across UCA campuses as required.
- Demonstrates commitment to UCASU's values of Creativity, Connection and Community.

DESIRABLE

- Experience within a Students' Union, higher education, membership or community organisation.
- Experience in a marketing, communications or campaigns role.
- Experience of working with elected representatives or student leaders.
- Experience of managing social media channels and digital communications.
- Experience of website management and email marketing.
- Experience of using Canva, Adobe Creative Cloud or similar design software.
- Photography, videography or content production skills.
- Knowledge of the creative higher education sector.
- Experience of managing student staff, volunteers or creative contributors.

SUCCESS MEASURES

Success in the role may include:

- Increased visibility, awareness and engagement with UCASU across the student community.
- Effective delivery of organisational campaigns and support for student-led campaigns.
- Increased use of student voice and student-generated content within UCASU communications.
- Increased opportunities for students to contribute to, develop and lead communications, campaigns and creative projects, developing skills and showcasing their creativity.
- Positive relationships with students, Officers, representatives, University colleagues and external stakeholders.
- Demonstrable impact reporting and communication of UCASU's achievements.
- Positive contribution to the delivery of UCASU's Strategic Direction and Annual Operating Plan.

WHAT WE OFFER

UCASU is a small organisation where staff have the opportunity to contribute ideas, take ownership and see the direct impact of their work.

Alongside a salary of £32,000–£35,000, we offer:

- 25 days' annual leave, plus bank holidays
- Up to 2 weeks' additional paid time off during our winter office closure
- An additional day off for your birthday
- Enhanced Maternity and Partner Leave
- 4% employer pension contribution
- 5 wellbeing days each year
- 5 professional development days each year
- Opportunities for professional development and learning, including attendance at conferences
- The opportunity to work with Elected Officers, Senior Union staff and University colleagues, developing experience and skills for future senior leadership roles



#3 HOW TO APPLY

NEXT STEPS

To apply, please complete our [online application form](#), where you will be asked to provide information about your experience, interest in the role and suitability for the position.

You will also be asked to share your CV as part of your application

Application Closing Date:
Monday 5 October 2026, 09:30

Online First-Stage Interview:
Will take place between: 12–23 October 2026

Final In-Person Workshop Interview:
Will take place between: 26 October–6 November 2026

We welcome applications from candidates of all backgrounds and are committed to creating an inclusive recruitment process. We are particularly keen to hear from candidates with English as an additional language and/or those with lived experience of being an international student.

All applicants will be assessed on their skills, experience and suitability for the role.

Candidates are encouraged to read our 2026 Impact Report and Strategic Direction to learn more about UCASU, our students and the impact of our work.

If you have any questions, would like to arrange an informal conversation about the role, or experience any difficulty accessing the application form, please contact:

Steve Haugh
Interim Head of Marketing
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