

Post: Sales and Advertising Co-ordinator

Department: Activities Department

Responsible to: Activities Manager

Hours of Work: 35 hours per week, normally 9am to 5pm Monday to Friday. The post holder will be required at times to work flexibly to meet organisational need.

Pay: AP2 (currently £20,122)

Purpose: The purpose of this post is to co-ordinate advertising, sales, sponsorship and commercial events; and to scope business development opportunities in line with our values.

1. Job Description

- a) Identify relationships, activities, projects and campaigns which lend themselves to targeted advertising and sponsorship to maximise sales income and opportunities for students.
- b) Develop appropriate sales and sponsorship packages for clients, build and maintain strong client, partner and agency relationships, and develop appropriate advertising and sponsorship packages for them.
- c) Co-ordinate any onsite activity that includes meeting and greeting clients, set-up and close-down for their activity and client satisfaction.
- d) Lead on the delivery of commercial events throughout the year, including Freshers Week, maximising revenue and client/student experience.
- e) Co-ordinate the selling and promotional strategies for student discount cards, and merchandise.
- f) Establishing and maintaining relationship with colleagues across the Students' Association (including Radio Caley and The Edit) and GCU departments so that information is exchanged and business development opportunities can be maximised.
- g) Remain curious and in touch with students views and marketing and advertising industries, using data, observations and research to inform future plans.
- h) To coordinate research into the potential growth of sales and advertising and business development.
- i) Develop and deliver an annual training programme for volunteers on income generation and work with other relevant staff in the design and delivery of annual training conferences for volunteers.

- j) Assist the Activities Manager in tendering for new contracts and the management of specific current contracts.
- k) Assist the Finance Manager to co-ordinate invoicing and debt collecting.

2. General

- a) As the post will require handling, processing and recording of restricted information, strict confidentiality is required to be maintained at all times.
- b) To be responsible for all administration required for the post.
- c) To deliver and develop targets outlined in the Strategic Plan.
- d) To support programmes and projects run within the Department and wider Students' Association projects such as elections, accreditations, community engagement, annual award and recognition events, Full Time Officer induction, volunteer training conference and freshers.
- e) To fulfil any other reasonable duties in relation to your work as deemed necessary by the Activities Manager or Chief Executive.
- f) To update the Association website and GCU Learn, as and when necessary.
- g) To comply with the Health and Safety Policy in relation to your own safety and that of any other employee, student or visitor.
- h) To adhere to all Students' Association policies including HR, Disciplinary, Health and Safety, Finance or with any other Students' Association Policy passed at Caledonian Student Voice.
- i) To attend any meetings as and when requested and produce reports as required.
- j) To work within the values of the organisation and respect the democratic structure and nature of the Students' Association.
- k) To portray the Students' Association in a positive, proactive and professional manner.
- l) To undertake personal and professional development activities as agreed by the Chief Executive.

Responsible to:

- The Activities Manager for HR and line management.
- The Executive Committee and Trustee Board for policy and strategy.

Person Specification: Sales and Advertising Co-ordinator	E	D	Tested By
QUALIFICATIONS			
Good general education, English at least to Higher or A-Level or equivalent	✓		AF/E
Relevant qualifications		✓	AF/E
KNOWLEDGE AND EXPERIENCE			
Experience in a sales, income generation or account management role	✓		AF/I
Knowledge of student market, particularly in Glasgow	✓		AF/I/P
Experience in report writing	✓		AF/I
Computer literate in Microsoft Office Suite (Outlook, Word, Powerpoint and Excel)	✓		AF/P
Experience of co-ordinating events	✓		AF/I
Experience of developing and implementing plans and strategies	✓		AF/I/P
Experience of conducting research		✓	AF/I
Experience of working with sponsors, promoters and advertisers/clients		✓	AF/I
SKILLS AND ABILITIES			
Ability to work with minimum supervision in a busy environment to meet deadlines	✓		AF/I
Student (member, client or customer) focused	✓		AF/I
Excellent people skills	✓		AF/I
Ability to use your own initiative	✓		AF/I
Adaptable and flexible in modifying work in order to achieve the best results	✓		AF/I
Excellent verbal and written communications to a wide range of people	✓		AF/I
Pays attention to detail and produces work to a high standard	✓		AF/I
Understanding and commitment to equality and diversity	✓		AF/I
Desire to work within a democratic student led environment	✓		AF/I

AF Application Form

I Interview

T Test

E Evidence

P Presentation

March 2017