

JOB DESCRIPTION

SU PURPOSE: To represent, support and enhance the lives of University of Sheffield students.

DEPARTMENT: Bar One, Social Enterprise

DEPT PURPOSE: To provide a vibrant, inclusive social hub where students can connect, unwind and build community in a safe and affordable space.

JOB TITLE: Bar One Marketing Assistant

REPORTING TO: Outlet Manager

PURPOSE OF ROLE: To assist the management team in promoting events, offers and activities in Bar One.

IN PARTICULAR:

1. Administrative and operational tasks related to marketing activity.
2. Development of social media channels including Instagram and TikTok.

	MAIN RESPONSIBILITIES	KEY RESULT AREAS
1.	Event promotion and other marketing activity	
	a) Attending regular events meetings	• Contributions are thoughtful, creative and evidence based • Relevant team members are aware of upcoming activity
	b) Supporting marketing planning activity	• The Bar One marketing programme is maintained • Planning documentation is relevant and up to date • The Outlet Manager is aware of any additional resource requirements for upcoming events
	c) Ensuring adherence to schedules and deadlines	• Communication is timely and consistent • Potential problems are preempted and effectively mitigated
	d) Contributing to the creation of regular promotional and marketing material such as posters, flyers, and social media posts, including video content	• Brand guidelines are adhered to and high standards maintained at all times • Posters, digital signage and social media content are up to date and of high quality • The Bar One team is supported in the creation of organic short form video content for social media; i.e., Instagram Reels, TikTok
	e) Coordinating broader marketing activity	• The Marketing team are aware of the Bar One events programme and Bar One social media accounts have regular scheduled posts that are relevant and on-trend • Events are well attended and receive continued positive feedback

4.	General Duties	
	f) Contribute to the positive image of SSU with students, University, other stakeholders and staff.	● High satisfaction responses to surveys, NPS, awards etc.
	g) Work with colleagues to ensure a full effective service is provided at all times; provide cover as necessary.	● Maximum availability of services ● Embrace culture of SSU and its values
	h) Commitment to promoting equality, diversity and inclusion, health and safety and sustainability issues.	● Evidence of embracing these areas in a positive manner
	i) Such other duties as may be reasonably prescribed by SSU, appropriate to the grade and responsibilities of this post.	● Embrace all opportunities in a positive manner ● Willing to use new methods and approaches ● Enthusiastic towards changing circumstances ● Staff behaviours are demonstrated
	j) Ensure personal knowledge and skills are updated to ensure effectiveness in meeting work objectives	● Evidence of attendance at training events, seminars, conferences etc. ● Embrace change and development in a positive manner.

SSU Staff Behaviours:

The following behaviours have been developed in line with our organisational strategy for staff to aspire to, and be measured against, as part of their annual performance review and ongoing development:

- Delivers service excellence
- Communicates effectively and works as a collaborative team
- Builds strong working relationships
- Demonstrates social responsibility, recognises ethical and environmental working and complies with legal requirements
- Creates and maintains a 'can do' culture
- Demonstrates financial awareness and optimises the use of resources
- Demonstrates creativity and innovation
- Demonstrates effective decision-making and problem-solving

PERSON SPECIFICATION

KEY: E = Essential; D = Desirable; A = Application Form; I = Interview; R = References; X = Exercise

	CRITERIA	E / D	Assessed Via
Specialist Skills	Experience with creative digital tools; i.e., Canva, Adobe Creative Suite	D	A/I
	Experience with project management software	D	A/I
	An understanding of social media marketing tools and trends	E	A/I
	Strong written English and an ability to match tone to a specific audience	E	A/I
General Skills	Understanding of, and commitment to, effective teamwork	E	A/I
	Excellent communication skills	E	A/I
	Honesty and integrity	E	I
	Ability to maintain high standards when under pressure and a keen eye for detail	E	I
	Experience with Google Workspace; i.e., Google Docs, Google Sheets, etc.	E	A/I
Experience	Experience in events planning and delivery	D	A/I
	Experience in marketing and social media management for a business or organisation	E	A/I
	Experience in an administrative support role	D	A/I
Attitude	Commitment to working in line with our Staff Behaviours	E	I
	Friendly, outgoing, polite and courteous	E	I
	Self-motivated and capable of working alone and on own initiative	E	A/I
	Positive attitude with a flexible and 'can-do' approach to work	E	A/I