

JOB DESCRIPTION: : Entertainments Coordinator (Promotions)



DEPARTMENT: Entertainments and Events
DEPARTMENT PURPOSE: To enhance the University experience, creating lifelong memories with outstanding events and opportunities.
REPORTING TO: Entertainments and Events Manager
DIRECT REPORTS: N/A

PURPOSE OF ROLE: To promote and deliver a diverse programme of events, driving the maximum footfall possible to SSU's Social Enterprise venues.

- IN PARTICULAR:**
1. Deliver and promote weekly, monthly and one-off club nights and events in line with the Entertainments Budget.
 2. Creation and delivery of a diverse programme of events in Bar One and Coffee Revolution, that engage with our members and drive footfall and sales.
 3. Develop engaging social media content to promote the SU Nights out Programme.

KEY RESPONSIBILITIES

Develop, deliver and promote weekly, monthly and one-off club nights and events in line with the Entertainments Budget.

Costs and Budget	Create, deliver, monitor and review Students' Union club events, managing costs and performance across these events, to ensure that budgeted targets are met. Review the event finance reports to ensure costs are correct Devise and implement successful budgets for events e.g Freshers week events.
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Maintain a relevant Events Programme	<p>Create an exciting programme of themes and lineups for Students' Union events, ordering décor, event production, merchandise and giveaways and ensuring the events' successful operation by clear communication with the duty managers.</p> <p>Create and develop events and brands as new trends emerge in the industry.</p>
Events engagement	Deliver internal and external events that engage with the local community and liberation groups
Licensing	<p>Ensure events are run in accordance with good licensing practice The 4 Licensing Objectives are promoted.</p> <p>Events are run within the law and comply with SU policies and procedures.</p>
Build and maintain relationships	<p>Form relations and Share ideas and best practices with Entertainments and Events Managers from other students unions.</p> <p>Maintain relationships with other SU departments and SU officers, coordinating event programming inline with wider campaigns and activities.</p>
House Manage events and Club Nights	<p>Expectation to work a minimum of 2 House Manager shifts per month during term time, this will include weekends.</p> <p>Help Events maintain success, quality and consistency as well as working all 'Special Events' when involved in the planning process.</p>
Creation and delivery of a diverse programme of events in Bar One and Coffee Revolution that engage with our members and drive footfall and sales.	
Outlet Events	<p>Plan and oversee a programme of events in Bar One, Coffee Revolution and the Interval Bar, plus a series of one off events and festivals throughout the year.</p> <p>Delivery and duty management of the larger and complex Bar One events making sure events are well organised and run within the law and comply with SU policies and procedures</p>
Develop engaging social media content to promote the SU Nights out Programme.	
Promote the events and campaigns effectively	<p>Manage and maintain the club nights and departments social media and brands. Using platforms such as Tik Tok and Instagram. Keeping up to date with popular trends</p> <p>Events are marketed and operate within the alcohol policy.</p> <p>Create and deliver engaging , Innovative and exciting content to interact with customers and encourage ticket sales</p>

	Create and deliver effective marketing and advertising campaigns for events including the use of targeted social media campaigns, email database software, printed materials and press adverts.
General Duties	
General duties	Other duties, as may be reasonably prescribed, appropriate to the grade and responsibilities of this post

WORKING HOURS & FTE:	35 Hours Per Week
SALARY BAND:	<i>Band B</i>

PERSON SPECIFICATION

Experience		Essential/Desirable
1	Confident in Content creation for TikTok, Instagram, and other social platforms.	Essential
2	Video editing for social media use	Desirable
3	Organising events and or social events	Essential
4	Awareness and understanding of student club nights and student-focused events.	Essential
5	Experience managing budgets, reviewing financial performance, and meeting targets.	Desirable
6	Creation of social media campaigns to drive engagement and ticket sales.	Desirable
7	Knowledge of current social media trends and audience engagement techniques.	Essential
8	Ability to engage diverse student groups	Essential
Skills/personal attributes		
9	Outgoing	Essential
10	Creative	Essential
11	Well-organised with strong attention to detail.	Essential
12	Driven and self-motivated	Desirable
13	Enthusiastic about student entertainment and nightlife culture	Essential