KSU KENT STUDENTS' UNION

Digital Marketing Manager
12-month fixed-term contract



Recruitment Pack



Welcome From The CEO

Thank you for your interest in the position of **Digital Marketing Manager**, at Kent Student's Union (KSU), and considering us as your new employer.

This is an exciting opportunity to join a team that sits at the heart of our organisation, supporting both KSU and Kent Union Trading Ltd (KUTL), our commercial services. From digital platforms used by thousands of students to the technology that underpins our venues, events and outlets, this role plays a **key part in delivering the services and experiences that define student life at Kent.**

Students are the reason Kent Students' Union exists. We are there through their university journey. Our amazing staff and volunteers work towards improving their experience and you will be joining a talented and committed team.

Thank you for your interest in the role, this pack should provide everything you need to support your application. However, for more information or for an informal chat about the role you can contact us at kentunionrecruitment@kent.ac.uk.

We look forward to hearing from you.

Mel Sharman

Chief Executive

About Us

OUR MISSION

Why we're here

We are a charity that supports students at the University of Kent.

We are:

- Student led
- Here for our members
- A place of opportunities



OUR BELIEFS

Why we do it

We believe every student should have the opportunity to try out new experiences, have fun, make new friends and be part of a community; we believe every student should **have the opportunity to fulfil their potential** in life, have a voice in society and make a difference.

OUR VISION

Where we're going

Our vision is to provide the best student experiences on the planet

OUR VALUES

How we're perceived

Bold

- We are brave and courageous; we stand up for students' rights
- We are innovative
- We challenge the status quo

Inclusive

- We welcome all people and appreciate their uniqueness
- We are champions of equality and diversity

Supportive

- We look out for people
- We want students to succeed in life so we offer transformative experiences for them to get involved in
- We ensure our staff have a healthy work-life balance

Find out more at www.ksu.co.uk/strategy



How We Are Run

How Are We Financed?

We have two income streams: University core grant funding and generating income through KUTL, our commercial services trading company. **Our KUTL profits are gift aided into the Kent** Student's Union charity and reinvested back to provide essential services and activities for our students and members.

Our Trustee Board

As a registered charity, we are governed by a Board of Trustees. It is made up of the 5 elected **Full-Time officers, 4 External Trustees and 4** Student Trustees. Our Board of Trustees has ultimate responsibility for directing the affairs of Kent Student's Union, ensuring we are solvent, well-run and delivering our objectives. The day to day running of the Union and KUTL is delegated to **the Chief Executive, Senior Management and staff** team.

KUTL Board

Kent Union Trading Limited (KUTL) Board of Directors has ultimate responsibility for directing the affairs of Kent Union Trading Limited, ensuring it is solvent, well-run and delivering its objects. KUTL is a wholly owned subsidiary of Kent Student's Union, which exists to run activities on behalf of Kent Student's Union that are outside the scope of Kent Student's Union's charitable purpose. The Board is made up of 7 people including **the External Chair, President, 3 Trustees and the Executive Directors which include the Chief Executive and Director of Commercial Services.**

Staff And Management Structure

Kent Student's Union employs approximately 411 staff to provide services for its members. Staff are of two types: approximately 300 student staff, who work whilst completing their studies at the University of Kent and 111 career roles – professionals who have made working at Kent Student's Union part of their career. Staff are employed by either the charity or for the Commercial Services employed directly by KUTL.

Working With Us



We're Bold

You'll be working for an organisation that is innovative and challenges the status quo to stand up for students and ensure they have the best time at university. You'll get to directly shape what we do and pioneer new areas of work.



We're Supportive

We're really flexible as we understand that life isn't 9-5 and we'll always look at how we can best adapt to meet your needs; this includes the ability to work remotely.



We're Inclusive

We are an organisation that champions equality and diversity and works to embed this in everything we do. We positively encourage applications from all individuals irrespective of their gender, age, ethnicity, sexuality, religious beliefs, or disability.



It's Great Fun

We are always working hard to improve the student experience, but we have a great time doing it. You'll be joining a team of passionate and friendly people and get to be involved in all the incredibly random fun things we do that make Students' Unions such amazing and unique places to work.

Our Commercial Services

The commercial services through KUTL include catering and licensed trade, retail, business development and the nursery. The total budget across all commercial services is over £9million and the staff team is around 70 career staff and 300 student staff.



The Venue Nightclub

The Venue is the largest student night club in Canterbury and plays host to a wide range of late-night entertainment from Welcome Week, Summer Balls to regular weekly club nights.

thevenuekent.co.uk



Woody's

Woody's has been renovated to an exceptional standard and is a social hub for students to build student communities, providing everyday food and drink for students on campus.

ksu.co.uk/woodys



Campus Coffee

Campus Coffee is a hive of activity and the perfect place for coffee, soft drinks, light snacks and lunch, located in the library.

ksu.co.uk/campus-coffee



Oaks Nursey

Kent Student's Union operates a 95 capacity children's nursery. This is a key service to both staff and students, enabling them to study and work.

oaksnurserykent.co.uk/



Retail

Kent Student's Union was sector leading in the development of retail and is host to two Co-op franchise stores. Collectively these turnover £5 million and are an essential service to students and staff on campus.



SU Network

SU Network specialises in student market advertising, with deep insight into campus culture. It has grown to support over 25 campuses and many more bookings nationwide.

sunetwork.co.uk/

Where We Work

We have five buildings over the University of Kent campus, from where we deliver services for students, including our bars, venues a nursery and shops. This post includes hybrid working, with an **office in the Mandela Building (University of Kent,** Canterbury CT2 7NW), with occasional travel to other campuses.

There are bus links to the campus and the nearest train station is Canterbury West, which is approximately a 20-minute walk. There are also parking spaces available on the purchase of a permit and the campus also has plenty of cycle parking spaces.

When We Work

Kent Student's Union recognises the importance of helping its employees balance their work and **home life and so we have cutting-edge flexible** working policies and many ways in which staff can **work flexibly and remotely, based on the nature of** the role and in line with business needs.

Any employee can make a request for flexible working. Whilst we cannot guarantee to **accommodate a flexible working application, we** do guarantee that we will carefully consider any request made.

Equality, Diversity & Inclusion

Kent Student's Union is committed to the principles of equality of opportunity. A key priority for us is to improve racial and ethnic diversity amongst our workforce, and as such we particularly welcome applications from racially and ethnically **marginalised backgrounds candidates (REMP).**

Racially & Ethnically Marginalised Peoples (REMP) Priority Interview Scheme

We recognise that applicants from racially and ethnically marginalised backgrounds may have experienced additional barriers when applying for new roles.

Therefore, if you meet the minimum criteria (at least 80% of the 'essential' criteria in the person **specification) and are from a REM background,** you'll be guaranteed an interview.

If you are a REM applicant and would like to be considered under our guaranteed interview scheme, you must indicate this by selecting the relevant box on the application form.

If you do not select this box, your application will be considered alongside all other applications. It is important to note that this scheme guarantees **an interview for REM applicants who mee the** minimum criteria. The selection decision at interview will be based on the most suitable candidate, regardless of background or protected characteristic.

BAME Guaranteed Interview Scheme

We recognise that applicants from Black, Asian **and Minority Ethnic (BAME) backgrounds may** have experienced additional barriers when applying for new roles.

Therefore, if you meet the minimum criteria (at least 80% of the 'essential' criteria in the person **specification) and are from a BAME background,** you'll be guaranteed an interview.

If you are a BAME applicant and would like to be considered under our guaranteed interview scheme, you must indicate this by selecting **the relevant box on the Equality and Diversity Monitoring Form.**

If you do not select this box, your application will be considered alongside all other applications. It is important to note that this scheme guarantees **an interview for BAME applicants who meet** the minimum criteria. The selection decision at interview will be based on the most suitable candidate, regardless of background or protected characteristic.

About The Department

Department Name	Marketing and Communications
Description	The Marketing and Communications department is responsible for engaging students through creative, insight-led marketing and communications. We develop and deliver integrated campaigns across digital and traditional channels to promote KSU's services, events, activities and commercial outlets, ensuring students understand the opportunities and support available to them.
What We Do	The Marketing and Communications department plays a central role in connecting students with everything KSU has to offer. We work across the organisation to develop creative, insight-led marketing strategies that bring KSU's services, events, activities and commercial outlets to life. We manage KSU's digital presence across a range of channels, including social media, email marketing and the website, creating engaging content and campaigns that reach students where they are. This includes developing social media strategies, producing compelling digital content, managing targeted email communications, maintaining and improving website content, and exploring new ways to grow our digital reach, engagement and impact. We use a range of digital platforms and technologies to deliver communications, build relationships with students and make sure our messaging is relevant, timely and accessible. Alongside digital marketing, we lead on KSU's visual identity and creative output, producing design and content for both digital and print channels. We work closely with teams across the organisation to deliver campaigns, promotional materials, photography, video and other creative assets that bring the KSU brand to life consistently and effectively. We also use student insight, engagement data and campaign performance metrics to understand our audiences, evaluate what works and continually improve how we communicate.

About The Role

Job Title	Digital Marketing Manager
Salary Range	£30,921 gross annual salary 12-month fixed-term contract
Annual Leave	37 days annual leave a year (rising to 42 days a year after 5 years).
Reports To	Head of Marketing and Communications
Place Of Work	This role's home office will be on the Canterbury campus of the University of Kent. Occasional travel to our Medway, Greenwich and Avery Hill campuses may be required.
Working Hours	35 hours per week. This is a flexible, hybrid role with 3 days in the office per week. * This role is on a 12-month, fixed-term contract *All new starters are required to work full-time in the office until probation is passed.
Pension	Generous pension and benefits.

Role Purpose	The post holder will be responsible for developing, delivering and evaluating strategic digital marketing campaigns across KSU, driving student engagement, audience growth and commercial revenue, while delivering against key performance indicators and the department's operating plan. This will include creating digital content including short-form video, social media posts and email campaigns as well as overseeing digital channels and activity, managing paid digital advertising campaigns, and using data insight and performance analysis to continually optimize activity and maximise impact. An important part of this role is the hands-on content creation responsibility, capturing photography and video content, including filming and editing short-form video, and creating engaging content for KSU's digital and social media channels. The post-holder will be expected to attend both daytime and evening events as and when required, as well as work with KSU's departments and outlets to create content that promotes our services and events. The post-holder will line manage one full-time member of career staff (Commercial Marketing Executive) and oversee a part-time team of student staff content creators and photographers. Working collaboratively with internal teams, stakeholder and external clients, the post-holder will provide digital marketing expertise, identify opportunities for growth and champion KSU's values and Equality, Diversity and Inclusion (EDI) strategy in all aspects of their work.

Duties And Responsibilities

Operational Duties

- Develop and implement digital marketing strategies for our services, events, activities and outlets.
- Monitor metrics and report on performance of digital campaigns, specifically related to KPI's and the departmental plan. Use these metrics to optimize activity and increase engagement.
- Plan, create and deliver email marketing campaigns.
- Create short form video content for our social media channels (Instagram and TikTok) as well as static posts (utilizing Adobe Creative Cloud, Canva or working with Graphic Design Manager).
- Capture content of our events, outlets and services with photography.
- Own digital advertising campaigns, using metrics to maximize ROI.
- Collaborate with KSU departments to ensure digital campaigns support departmental and organisational goals.
- Maintain stakeholder relationships with the university.
- Maintain KSU and associated brands across the digital space.
- Champion EDI in all digital communications.
- Grow student and customer engagement across our digital channels.
- Identify latest digital technologies and trends that are relevant to KSU.
- Write copy for and proofread digital content, including email, website and social media.
- Work with the graphic design manager to create assets when required.
- Manage feedback opportunities across digital channels.
- Responsible for certain budget lines within the overall marketing budget.
- Line manage the Commercial Marketing Executive and a team of student staff.

People Responsibilities

- Line management of direct report and student staff.

Duties And Responsibilities

Financial Responsibilities

To ensure all budgets are managed effectively, ensuring full adherence to KSU's financial reporting procedures.

To be responsible for the security of all resources including stock and cash, and to follow all of KSU's financial procedures.

Expected Behaviours

To attend training sessions, and appropriate meetings as and when required by KSU.

To contribute to the positive image of KSU with students, University and the local community.

To lead by example and demonstrate a full understanding of the organisation's democratic structures.

Champion KSU's values and Equality, Diversity and Inclusion (EDI) strategy in all aspects of their work.

To ensure systems are in place to reduce KSU's impact on the environment.

To act as an ambassador for KSU and show loyalty to the organisation, abiding by the Union's Constitution, policies and procedures at all times.

To undertake other tasks and responsibilities compatible with the level and nature of the post as required by your manager from time to time to support the achievement of KSU's strategy.

What We're Looking For

Personal Specification

Essential requirements should be demonstrated before appointment and maintained in post. Desirable elements should be developed and maintained once in post as needed.

Essential, Desirable, Tested at Interview and Application

Qualifications	E	D	I	A
Educated to degree level (or equivalent)		X		X
GCSE Math and English (or equivalent)		X		X
Experience	E	D	I	A
Experience line managing a direct report.	X		X	X
Relevant experience managing, planning and delivering digital communication campaigns across social media, email and website – including content capture via short-form video and photography for a range of services or outlets.	X		X	X
Experience with paid digital advertising.	X		X	X
A track record of achieving digital growth and engagement and reporting out metrics to achieve set KPI's.	X		X	X
Experience working in the higher education sector, or with young adults, either within a charity or commercial enterprise.		X	X	X
Knowledge	E	D	I	A
A thorough understanding of best practice within digital communications and marketing, including GDPR.	X		X	X
A good knowledge of utilizing email marketing to create conversions.	X		X	X
A sound understanding of the purpose of a students' union.	X		X	X
A working knowledge of the student and/or youth market.	X		X	X

Knowledge of social media trends and how to use them to maximise engagement, as well as knowledge on how to use CapCut and other editing tools to create social media content.	X		X	X

Skills And Ability	E	D	I	A
Ability to operate effectively in a complex environment, with the people skills to develop productive relationships with a range of people.	X		X	X
Excellent communication skills, with the ability to relate to and communicate effectively with a wide range of customers and stakeholders.	X		X	X
A skilled user of all social media platforms, and the Adobe Creative Suite or Canva, as well as the ability to create social media content.	X		X	X
A firm commitment to standards of excellence, thoroughness, perseverance, and good attention to detail.	X		X	X
Sound judgement and the ability to handle competing priorities and a challenging workload in a high-pressure environment.	X		X	X
Values And Behaviours	**E**	**D**	**I**	**A**
Evidence of a personal commitment to continuing professional development.	X		X	
A team player, who helps others build a successful team, celebrates others' success and supports others to achieve individual and collective goals and objectives.	X		X	
A commitment to equality of opportunity; someone who builds a culture of inclusivity and diversity.	X		X	
A commitment to working in a democratic and charitable organisation, with the ability to build constructive relationships with people across the organisation, and externally.	X		X	
Additional requirements	**E**	**D**	**I**	**A**
Full UK driving license and willingness to travel to our Medway, Avery Hill and Greenwich campuses when required.	X			

How To Apply

Positioned Advertised	Monday 9th November 2026
Applications Close	Tuesday 8th December 2026, 23.59pm
Shortlisting	Wednesday 9th December 2026
Interviews	Wednesday 16th December 2026

To apply, please submit your application through our recruitment portal at ksu.co.uk/careers.

Please ensure that you pay particular attention in your application to detailing how your experience meets the requirements of the person specification and why you are interested in the position.

If you have any further questions about the role or the application process, please contact Sarah Stewart, Head of Marketing and Communications at S.L.Stewart@kent.ac.uk.

Completed applications must be received by Tuesday 8th December 2026 at 5pm.

KSU

KENT STUDENTS' UNION

ksu.co.uk