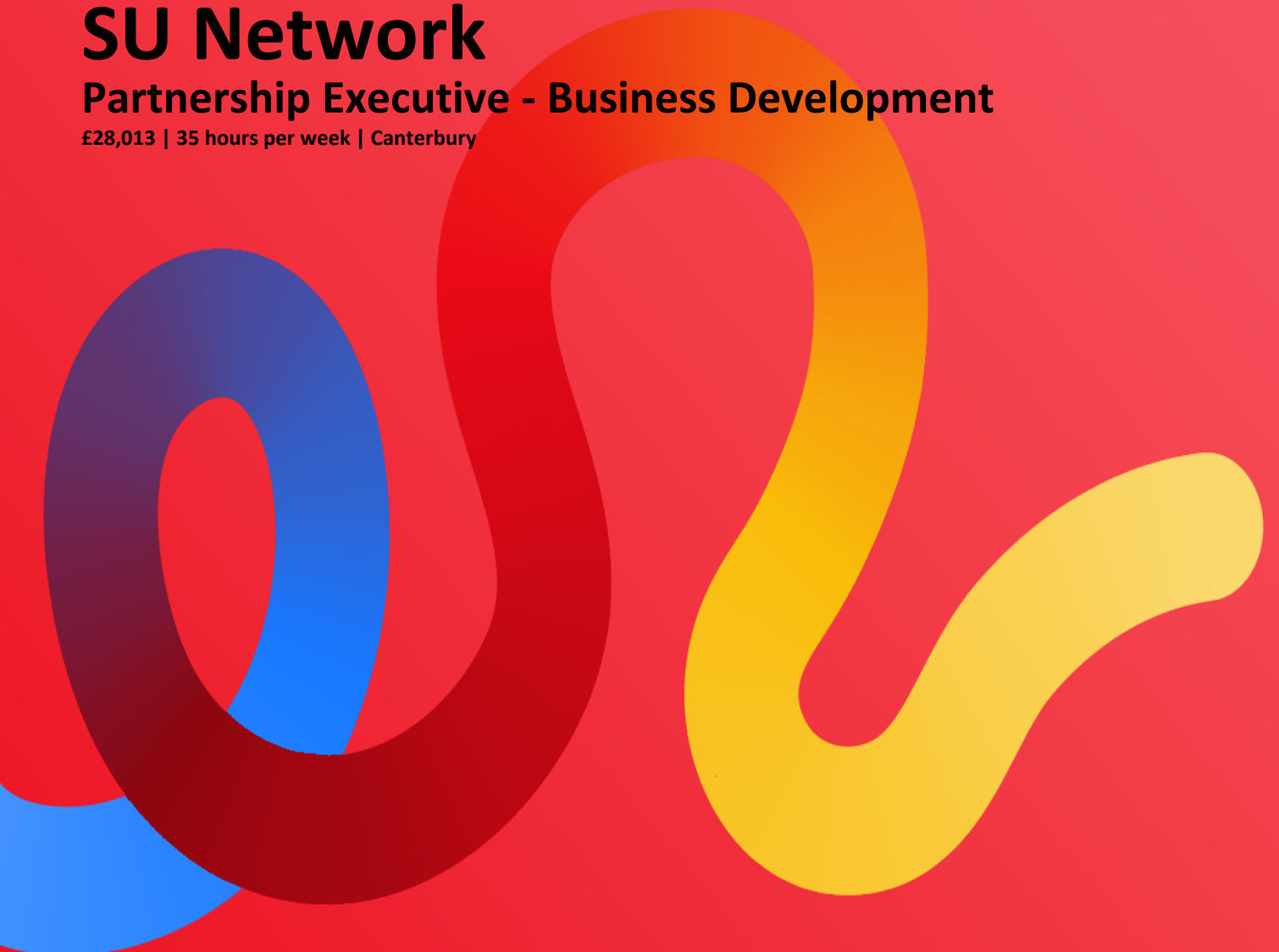




SU Network

Partnership Executive - Business Development

£28,013 | 35 hours per week | Canterbury



Recruitment Pack



Welcome From The CEO

Thank you for your interest in the position of Partnership Executive at SU Network, part of Kent Students' Union (KSU), and for considering joining us.

Kent Students' Union exists to create the best possible experience for students at the University of Kent. Alongside our charitable work, our commercial services play an important role in generating income that we reinvest into our students and the wider student experience.

SU Network is the business development and media agency arm of Kent Students' Union. We work with a number of students' unions to deliver their business development and advertising activity, connecting brands, businesses and organisations with the student market.

This is an exciting time to join SU Network. We are looking for someone who is ambitious, passionate about what they do and excited by the opportunity to make a genuine difference through the work they deliver.

Students are at the heart of everything Kent Students' Union does. Throughout their university journey, our staff and volunteers work to improve their experience and create opportunities for them to thrive. By joining us, you will become part of a talented and committed team that plays an important role in delivering this.

Thank you again for your interest in the role. We hope this recruitment pack provides you with everything you need to support your application. If you would like any further information or would like to have an informal conversation about the role, please contact us at kentunionrecruitment@kent.ac.uk.

We look forward to hearing from you.

Mel Sharman
Chief Executive



SU Network

Kent Students' Union's commercial services generate income that is reinvested into supporting students and enhancing the student experience. The Business Development team is responsible for a range of commercial activities, including partnerships, sponsorship, fundraising, advertising and media sales.

SU Network is the media and business development agency within Kent Students' Union. Alongside managing advertising, media and sponsorship opportunities at Kent Students' Union, SU Network works with other students' unions to deliver their business development and advertising activity.

We work with brands, agencies, local businesses and charities to connect them with the student market across our partner universities. Our partnerships can include on-campus brand activations and experiential advertising, events such as Freshers' Fairs, digital advertising campaigns, and event and sports team sponsorship.

The role of Partnership Executive will support the development and delivery of these opportunities, helping our clients and partners connect with students in meaningful and engaging ways.



About The Role

Job Title	Partnership Executive
Salary	£28,013 per annum
Annual Leave	The post holder is entitled to 34 days' leave; this is inclusive of 6 'customary' days', normally taken over Christmas, and the 8 statutory leave days for England. (full-time equivalent).
Reports To	Head of Business Development
Place Of Work	The post holder's principal place of work will be the Kent Students' Union office in Canterbury. The role may also require travel to other University of Kent campuses, including Medway, and to partner locations where required.
Working Hours	35 Hours per week
Pension	Staff who are 'eligible jobholders' (subject to the eligibility criteria as determined by the government from time to time) are automatically enrolled into the NEST Pension Scheme. NEST is a workplace pension scheme set up by the government but run independently as a trust. Your contribution to the scheme is 5% of the pensionable salary you receive each month, which is based upon your annual salary, and KUTL's contribution is 3% of this pensionable salary.

Role Purpose	To support the development and delivery of partnerships with brands, businesses and media partners across SU Network's portfolio of students' unions, helping to generate income and deliver effective opportunities for clients and students. Manage and facilitate digital advertising campaigns across multiple universities, including website, social media and digital screen advertising. Coordinate stallholder and exhibitor bookings for promotional events, including Freshers' Fairs and other student-facing activity. Develop and manage partnerships across multiple accounts, supporting client relationships and working towards income targets across the portfolio.
What you'll actually do	<u>What will I actually be doing?</u> No two weeks at SU Network are the same. You will support the delivery of advertising, sponsorship and partnership opportunities across our network of students' unions, working with a range of brands, businesses, agencies and organisations looking to engage with the student market. As Partnership Executive, you will support the Partnership Managers and Head of Business Development on a day-to-day basis, while taking responsibility for the operational delivery of media bookings and other partnership activity. Your responsibilities will include: • Supporting outreach to prospective and existing clients to generate new advertising, media and partnership opportunities. • Managing the administration and delivery of media bookings, including adding campaigns to internal systems, coordinating artwork and proofs, and keeping students' union contacts informed of upcoming activity. • Supporting the creation and updating of media packs and other sales materials. • Creating Freshers' Fair packs, proposals, arrival packs, marketing schedules and other client-facing materials. • Supporting SU Network's social media presence across platforms including LinkedIn, Instagram and TikTok, creating and coordinating engaging content that reflects both our professional offering and our connection to the student market. • Supporting the development of regular client communications, including e-newsletters, promotional offers and partnership packages.

- Ensuring the required risk assessments, public liability insurance and other documentation are in place for clients attending events or operating on campus.
- Carrying out market research to identify relevant events, opportunities and prospective clients across our partner students' unions.
- Supporting the delivery of on-campus activity, including setting up bookings and acting as a point of contact for clients on the day.
- Supporting the Partnership Managers and Head of Business Development with other duties and projects as required.

These responsibilities are integral to delivering a high-quality service to our partners and clients. The role requires flexibility and a willingness to take on different responsibilities throughout the year to support the wider team and respond to changing business needs.

Duties And Responsibilities

Operational Duties

- Establish and develop new and existing partnerships with brands, businesses and media partners across SU Network's portfolio of students' unions, supporting them to connect effectively with the student market.
- Support the delivery and management of advertising and sponsorship partnerships across multiple locations, including experiential and digital advertising campaigns, event and sports team sponsorship, and out-of-home (OOH) media bookings.
- Conduct market research and lead generation to identify prospective clients and develop opportunities across existing and new locations.
- Support the development of proposals, marketing materials and other sales activity to promote SU Network's commercial opportunities.
- Attend events and support the coordination of stallholder and exhibitor bookings.
- Support the client booking process across relevant accounts, including managing enquiries, maintaining accurate sales information, supporting reporting and coordinating invoicing.
- Identify and contribute ideas for new income-generating opportunities across SU Network.
- Coordinate with clients to obtain artwork and other materials required to fulfil media advertising bookings.
- Liaise with Students' Union stakeholders to schedule media bookings, coordinate campaign delivery, collect proofs and provide updates to clients.
- Respond promptly to enquiries and undertake outreach to develop relationships with new and existing clients.
- Develop and maintain a social media marketing plan for SU Network, creating and coordinating engaging content across LinkedIn, Instagram and TikTok to promote our services, partnerships, campaigns and opportunities.

People Responsibilities

- Work collaboratively with team members, other departments, and internal and external stakeholders, encouraging open communication, feedback and constructive challenge.
- Support colleagues to develop their skills and achieve their potential, leading by example and contributing to a culture of continuous development.
 - Where required, support the management, coordination and development of student staff, helping them build their skills and gain valuable workplace experience.

Duties And Responsibilities

Commercial and Financial Responsibilities

- Support SU Network to achieve its commercial income targets across its portfolio of locations and accounts.
- Contribute to income generation by identifying opportunities, developing client relationships and supporting the delivery of commercial partnerships.
- Follow KUTL's financial procedures and processes, ensuring that financial information and documentation are accurate and completed in a timely manner.
- Create and process sales orders to support the invoicing of clients.
- Monitor outstanding payments and follow up with clients where required, escalating overdue payments in line with agreed processes.

Expected Behaviours

- Attend relevant training sessions, meetings and development opportunities as required.
- Contribute positively to the reputation and profile of SU Network and Kent Students' Union when working with students, the University, clients, partners and the wider community.
- Demonstrate an understanding of, and commitment to, the values and democratic principles of Kent Students' Union.
- Take on other duties and responsibilities that are appropriate to the level and nature of the role, as required by your manager.
- Consider sustainability in day-to-day decision-making and contribute to reducing the environmental impact of Kent Students' Union and its activities.

What We're Looking For

We're looking for someone who is confident, organised and commercially minded, with a genuine interest in building relationships and creating opportunities for brands and organisations to connect with students. You'll be someone who enjoys working with a range of clients and partners, is comfortable communicating with people at different levels and can manage multiple projects and deadlines at the same time. You'll need to be proactive, detail-focused and able to take responsibility for delivering work to a high standard.

Experience in advertising, sponsorship, partnerships, sales, marketing or a related area would be valuable, but we're also interested in people who can demonstrate strong transferable skills and a willingness to learn.

This is a varied role that combines relationship management, business development, marketing and operational delivery. We're looking for someone who can work collaboratively as part of a team while also taking ownership of their own workload and contributing ideas to help SU Network grow.

Essential, Desirable, Tested at Interview and Application

Qualifications	E	D	I	A
GSCE Maths and English or equivalent	X			X
A relevant specialist or technical qualification i.e. marketing, sales, fundraising		X		X
Experience	E	D	I	A
Experience of working in advertising, sponsorship, partnerships, sales, marketing or a related area		X	X	X
Experience of generating income, identifying commercial opportunities or working towards targets		X	X	X
Experience of building and maintaining relationships with clients, partners, stakeholders or customers		X	X	X
Experience of creating or coordinating social media and/or marketing content		X	X	X
Knowledge	E	D	I	A
Awareness of the student/youth market and the types of organisations that seek to engage with students	X		X	X
Understanding of digital advertising, social media marketing and/or brand activations		X	X	X

Understanding of advertising and sponsorship opportunities within Students' Unions		X		X	X
Basic understanding of sales, booking, invoicing and financial processes		X			X
Skills And Ability	E	D	I	A	
Excellent written and verbal communication skills, with the ability to build effective relationships with clients, partners and colleagues	X		X		X
Ability to identify opportunities and develop productive, long-term relationships	X		X		X
Strong organisational skills and attention to detail, with the ability to manage competing priorities and deadlines	X		X		X
Ability to produce clear and engaging written and visual content for different audiences	X		X		X
Confident use of digital tools and technology, with the ability to learn new systems quickly	X		X		X
Ability to use initiative, solve problems and work independently while knowing when to seek support	X		X		X
Values And Behaviours	E	D	I	A	
A commitment to continuous learning and professional development	X		X		X
A collaborative team member who supports colleagues and contributes positively to team goals	X		X		X
A commitment to equality, diversity and inclusion	X		X		X
A commitment to working in a democratic and charitable organisation and building constructive relationships across the organisation and externally	X		X		X

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 3 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 **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.



How To Apply

Positioned Advertised	12/10/26
Applications Close	26/10/2026
Shortlisting	27/10/2026
Interviews	02/11/26, 05/11/26, 09/11/26

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 **Abbie Blunt, Head of Business Development** by emailing abbie@sunetwork.co.uk

Completed applications must be received by 26/10/26 23.59pm



ksu.co.uk