

Supporting Student Experience



Recruitment Pack



Welcome From The CEO

Thank you for your interest in the position of **Partnerships Manager**, at Kent Student's Union Trading Ltd (KUTL), and considering us as your new employer. This is an exciting opportunity, employed by KUTL, the commercial arm of the Kent Student's Union charity.

This role is for SU Network, part of the wide range of sector leading services within KUTL, which includes catering, licensed trade, business development, retail, and the nursery. With an annual combined turnover of £9 million, these make a huge impact upon the student experience.

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 Student's Union Trading Limited (KUTL) Board of Directors has ultimate responsibility for directing the affairs of Kent Student's 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.



The Business Development of KUTL oversees all commercial partnerships, conferencing and private hire, fundraising, sponsorship, plus advertising and media sales via the media agency SU Network.

As well as managing all advertising, media and sponsorship sales at Kent Student's Union, SU Network is the media partner of a number of other students' unions, and as such manages these sales on their behalf, at universities in Sussex, Surrey, Essex, and more.

SU Network works with a number of brands, agencies, local businesses and charities to connect them with the student market at these locations. This includes through partnerships within brand activations / experiential advertising on campus, events like the popular Freshers Fairs, digital advertising campaigns, and event and sports team sponsorship agreements.

SU Network is anticipated to generate revenues of over £600k for 2025-26, with all income generated being reinvested into the SU partners we work with, and Kent Students' Union. The department is another sector leader, with ambitions to continue to grow in the coming years.

Find out more at www.sunetwork.co.uk



Other 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.

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 after successfully completing your probation.



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.

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, upon successful completion of your probation, with an office in the Mandela Building (University of Kent, Canterbury CT2 7NW), and with regular travel to partners and clients as appropriate.

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

We have recently implemented our new EDI strategy 2023-28 the strategy is here to ensure equity and inclusion are a priority for Kent Students' Union. Please see the full document [here](#)

REMP Guaranteed Interview Scheme

We recognise that applicants from Racially and Ethnically Marginalised People (REMP) 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 REMP background, you'll be guaranteed an interview.

If you are a REMP 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 REMP 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 Role

Job Title	Partnerships Manager (12 month Fixed Term Contract)
Salary Range	£30k – plus a performance related bonus
Annual Leave	34 days' leave including 8 statutory bank holidays
Reports To	Head of Business Development & Partnerships
Place Of Work	This role operates on a hybrid basis, involving a combination of onsite office days and regular travel to partners and clients where necessary.
Working Hours	35 hours per week in line with the business needs and operational demands
Pension	Staff who are 'eligible jobholders' are automatically enrolled into the NEST Pension Scheme. Employees contribution is 5% and KUTL's contribution is 3%

Role Purpose

- To support / manage the partnerships with key brands, businesses and media partners across SU Network's portfolio of students' unions.
- To manage / oversee experiential advertising campaigns and brand activations for clients across multiple universities.
- To manage and facilitate digital advertising campaigns across multiple universities, including website, social media and digital screen ads.
- To manage / coordinate stallholders and exhibitor bookings at promotional events.
- To initiate, develop, monitor and manage partnerships across multiple accounts, working towards income targets at each of these.



Duties And Responsibilities

Operational Duties

- Establish and develop new and existing partnerships with brands, business and media partners across SU Network's portfolio, supporting them to connect with the student market.
- Management / support of advertising and sponsorship partnerships across several locations, encompassing experiential and digital advertising campaigns, event and sports team sponsorship, and OOH media bookings.
- Management / support of clients and partners with regular visits, meetings and check-ins.
- Research, lead generation, proposal and marketing development to build database of prospective clients at current and new locations.
- Attend events to support with the coordination of stallholder's bookings and exhibitors.
- Manage / support with the of the overall client booking process at relevant accounts, including enquiries, sales reports and invoicing.
- Initiate and deliver new ideas for income generation across SU Network.

People Responsibilities

- Work and collaborate with team members, other departments, and internal and external stakeholders, and encourage open feedback and debate from staff within other departments.
- To effectively coach and support colleagues to achieve potential, and lead by example on continuous development.
- Manage / coordinate the workload of supporting staff members within the team, where necessary.

Financial Responsibilities

- Support and contribute to SU Network achieving targets across all budgets and locations.
- Lead / support on SU Network achieving targets across the partnerships, accounts and locations for which you are responsible.
- Assist SU Network in the growth of its partnerships and developing portfolio of Students' Unions and media partners.
- Responsible for the security of all resources by following KUTL's financial procedures.

Expected Behaviours

- Attend training sessions and appropriate meetings as and when required by KUTL or SU Network.
- Positively contribute to the image and reputation of Kent Student's Union, KUTL and SU Network amongst clients, partners, universities, students and the community.
- Lead by example and demonstrate a full knowledge and understanding on the structure of Kent Student's Union and SU Network.
- Act as an ambassador for Kent Student's Union and SU Network, abiding by the Union's Constitution, policies and procedures.
- Ensure all systems to reduce impact on the environment are adhered to.
- Undertake other responsibilities compatible with the level and nature of the post, as required by the Head of Partnerships.

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
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 in working in advertising or sponsorship partnerships, either relating to experiential, events or digital.		X	X	X
Experience of income generation, sales activity or working to set targets.		X	X	X
Experience in dealing with partners, clients, stakeholders or people.		X		X
Experience in working on client proposals, marketing schedules or promotional content.		X	X	X
Staff who are 'eligible jobholders' are automatically enrolled into the NEST Pension Scheme. Employees contribution is 5% and KUTL's contribution is 3%				
Knowledge	E	D	I	A
Awareness of the student / youth market, and what brands and businesses advertise within this.	X		X	X
An understanding of digital advertising campaigns and brand activations, and how to deliver these for clients and partners.	X		X	X
A basic knowledge of what advertising and sponsorship services are available through Students' Unions.	X		X	X
A basic knowledge of booking processes, sales budgets, and invoicing processes.		X	X	X

Skills And Ability	E	D	I	A
Excellent communication skills, with an understanding of how to work with a range of clients, partners and team members.	X		X	X
Ability to establish productive, long-lasting and profitable relationships.	X		X	X
A firm commitment to standards of excellence, thoroughness, perseverance and attention to detail.	X		X	X
A skilled and committed user of IT, enabling efficiencies and improved service through the use of technology.	X		X	X
Sound judgement and ability to handle competing priorities and a challenging workload in a pressurised 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 all across the organisation, and externally.	X		X	

How To Apply

Positioned Advertised	9th February 2026
Applications Close	22nd February 2026, midnight
Shortlisting	23rd February 2026
Interviews	27th February 2026

To apply please go to our recruitment portal at ksu.co.uk/careers to complete your application and submit your CV. Please ensure that you pay particular attention in your application to detailing how you meet the requirements of the person specification.

Please ensure that you refer to the person specification and detail how you meet the requirements of the job

Completed applications must be received by 22nd February, at 11pm.

If you have any further questions about the role or the application process, please contact Zaid Mahmood, Head of Partnerships by e-mailing Z.mahmood@kent.ac.uk or call 01227 852801.



— ksu.co.uk —