KSU KENT STUDENTS' UNION

SU Network

Partnership Manager - Business Development

£30,921 | 35 hours per week | Canterbury

Recruitment Pack



Welcome From The CEO

Thank you for your interest in the position of **Partnership Manager 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 Manager will support the development and delivery of these opportunities, helping our clients and partners connect with students in meaningful and engaging ways.

SU Network

sunetwork.co.uk

About The Role

Job Title	Partnership Manager
Salary Range	£30, 921 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	• Manage and develop relationships with key brands, businesses and media partners across SU Network's portfolio of students' unions, identifying opportunities to strengthen partnerships and generate income. • Oversee the planning and delivery of experiential advertising campaigns and brand activations for clients across multiple universities, ensuring activity is delivered effectively and meets client expectations. • Manage and oversee digital advertising campaigns across multiple universities, including website advertising, social media and digital screen campaigns. • Manage and coordinate stallholder and exhibitor bookings at promotional events, ensuring a smooth booking process and a positive experience for clients and students' unions. • Develop and manage partnerships across multiple accounts, maintaining strong client relationships, identifying opportunities for growth and contributing to the achievement of commercial 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 manage 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 Manager, you will take ownership of your own client accounts and oversee the delivery of partnership activity, working closely with the Head of Business Development and supporting the wider team to achieve its commercial objectives. Your responsibilities will include: • Developing relationships with prospective and existing clients to generate new advertising, media and partnership opportunities. • Managing client accounts and overseeing the delivery of media bookings and campaigns, ensuring activity is coordinated effectively and students' union contacts are kept informed. • Manage and develop allocated Students' Union accounts, taking ownership of account performance, identifying opportunities to grow revenue and ensuring agreed commercial targets are achieved. • Coordinating campaign administration, including internal booking systems, artwork, proofs and communications with clients and students' union contacts.

- Developing and maintaining client communications, including e-newsletters, promotional offers and partnership packages, to promote SU Network's services and generate new business.
- Ensuring the required risk assessments, public liability insurance and other documentation are in place for clients attending events or undertaking activity on campus.
- Conducting market research to identify prospective clients, relevant events and commercial opportunities across our partner students' unions.
- Overseeing on-campus activity, including coordinating arrangements, supporting delivery on the day and acting as a key point of contact for clients.
- Managing and supporting the Partnership Executive and student staff where required, providing direction, coordinating workloads and supporting their development.
- Working closely with the Head of Business Development to identify opportunities for growth, contribute to commercial planning and achieve income targets.
- Undertaking other duties and projects as required to support the wider team and respond to changing business needs.

These responsibilities are integral to delivering a high-quality service to our partners and clients. The role requires flexibility, initiative and a willingness to take ownership of different responsibilities throughout the year, while contributing to the success and development of SU Network.

Duties And Responsibilities

Operational Duties

- Establish, develop and manage partnerships with brands, businesses and media partners across SU Network's portfolio of students' unions, creating opportunities for clients to connect effectively with the student market.
- Manage and develop relationships with Students' Union partners and brand clients through regular meetings, visits and check-ins, building strong working relationships and identifying opportunities for growth.
- Take ownership of allocated Students' Union accounts, developing commercial opportunities, managing account performance and taking responsibility for achieving agreed commercial income targets.
- Manage and oversee 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, build and maintain a pipeline of opportunities, and develop proposals and marketing materials to generate new business across existing and new locations.
- Manage the client booking process across relevant accounts, including responding to enquiries, maintaining accurate sales information, coordinating reporting and ensuring invoicing is completed appropriately.
- Identify, develop and deliver new ideas and initiatives to generate income and grow SU Network's commercial activity.
- Attend events and oversee the coordination of stallholder and exhibitor bookings, ensuring a positive experience for clients and Students' Union partners.
- Liaise with Students' Union stakeholders to coordinate campaign activity, confirm requirements, monitor delivery and ensure effective communication between all parties.
- Respond promptly to enquiries and proactively undertake outreach to develop relationships with prospective and existing clients.
- Work closely with the Head of Business Development to identify opportunities, share insights and contribute to the growth and performance of SU Network.

People Responsibilities

- Work collaboratively with team members, other departments, and internal and external stakeholders, encouraging open communication, constructive feedback and the sharing of ideas.
- Coach and support colleagues to develop their skills and achieve their potential, leading by example and promoting a culture of continuous learning and development.
- Manage and coordinate the workload of the Partnership Executive and supporting student staff, where applicable, ensuring tasks are allocated effectively and priorities are clear.
- Support the development of student staff, helping them build their skills, gain valuable workplace experience and contribute effectively to the team.

Duties And Responsibilities

Commercial and Financial Responsibilities

- Take responsibility for achieving agreed commercial income targets across allocated Students' Union accounts, partnerships and locations.
- Identify and develop opportunities to grow revenue, strengthen existing partnerships and expand SU Network's portfolio of Students' Unions, brands and media partners.
- Manage and monitor the commercial performance of allocated accounts, identifying opportunities for growth and taking appropriate action to address performance against targets.
- Follow KUTL's financial procedures and processes, ensuring financial information and documentation are accurate, complete and submitted in a timely manner.
- Create and process sales orders to support accurate and timely client invoicing.
- Monitor outstanding payments and follow up with clients where required, escalating overdue payments in line with agreed processes.
- Ensure the appropriate use and security of financial and other resources, following KUTL's financial procedures and internal controls.
- Work with the Head of Business Development to contribute to wider SU Network commercial objectives and the growth of the overall portfolio.

Expected Behaviours

- Attend relevant training sessions, meetings and professional development opportunities as required by KUTL, Kent Students' Union and SU Network.
- Contribute positively to the reputation and profile of SU Network, KUTL and Kent Students' Union when working with clients, partners, universities, students and the wider community.
- Lead by example, demonstrating a clear understanding of the values, structure and purpose of Kent Students' Union and SU Network.
- Act as an ambassador for Kent Students' Union and SU Network, upholding the Union's Constitution and adhering to relevant policies, procedures and expected standards of conduct.
- Demonstrate a commitment to sustainability by considering environmental impact in day-to-day decision-making and following relevant environmental policies and procedures.
- Undertake other duties and responsibilities appropriate to the level and nature of the role, as reasonably required by the Head of Business Development.

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 managing client accounts or partnerships, including monitoring performance and identifying opportunities for growth	X		X	X
Experience in working on client proposals, marketing schedules or promotional content.		X	X	X
Experience coaching, supervising or managing colleagues, including allocating workloads and supporting development		X		X
Experience negotiating with clients or developing commercial agreements		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
An understanding of digital advertising campaigns and brand activations, and how to deliver these for clients and partners.		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
Understanding of account management, client retention and developing existing commercial relationships		X		X
Understanding of commercial performance, income targets and identifying opportunities to grow revenue	X		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
Ability to manage multiple accounts and oversee campaigns, ensuring activity is delivered effectively and to agreed deadlines	X			X
Ability to monitor account performance, interpret results and take action to improve commercial outcomes		X		X
Ability to lead, coach and support colleagues, delegate tasks and coordinate workloads effectively	X			X

Ability to develop proposals and present commercial opportunities confidently to clients and partners		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
A proactive approach, demonstrating accountability, professionalism and leading by example	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	ASAP
Applications Close	12/11/2026
Shortlisting	13/11/2026
Interviews	Week commencing 23rd November

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 12th November 2026 - 23.59pm

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KENT STUDENTS' UNION

ksu.co.uk