



VENUE PROMO TEAM



Recruitment Pack



Welcome From The CEO

Thank you for your interest in the position of **Venue Promo Team**, 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 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.



About The Department

Department Name	Kent Union Licensed Trade – KUTL
Description	KUTL is the commercial arm of Kent Student's Union, which includes Business Development, Retail, Catering and Licensed Trade and Nursery. We are a vibrant, student-led organisation with a bright future ahead of us. After a challenging few years, we are going from strength to strength with a renewed focus and energy to amplify the voice of our members and ensure they have a fantastic student experience. Our driving force is our new strategy, which sets out our priorities over the next four years. Students are the reason Kent Union exists. We are there through their university journey. Our amazing staff and volunteers work towards improving their experience, whether it's helping them with their studies, practicalities of life or to have fun.
What We Do	We are a strong and successful students' union that delivers a broader range of services than most other UK Students' Unions. We run student opportunities, events and services that are sector-leading and engage thousands of students every year. The goals in our strategic plan going forward are to be 'student led', 'here for you' and 'a place of opportunities' for our students. We do this by being an expert on and advocate on behalf of students, campaigning and challenging for a positive and inclusive experience for them and empowering them to make the most of the many opportunities available to them. Kent Student's Union is a great place to work. We were re-accredited with Investor in People Gold status in December 2014, and were accredited with Leaders in Diversity in 2013. We were the first students' union in the UK to achieve Investing in Volunteers status and have been included in the Sunday Times 100 Best Not-For-Profit Organisations to Work For, for 11 years, placed 17th for 2020.

About The Role

Job Title	Venue Promo Team
Salary Range	£14.57 per hour (inclusive of Holiday Pay)
Annual Leave	N/A
Reports To	Commerical Events Manager
Place Of Work	The Venue, Woody's, Various locations on campus
Working Hours	1-2 shifts per week, approx. 3-6 hours per week. More shifts/hours available during busy event periods e.g. Freshers, Halloween, Varsity etc. The post holder must have good availability on Wednesday, Friday and Saturday evenings during term time. The post holder may also be required to work occasional weekdays and other evenings.
Pension	
Role Purpose	The role of the Venue Promo Team is to support the successful promotion and delivery of our wide programme of events at The Venue nightclub in. Postholders will act as ambassadors for The Venue, helping to increase awareness of its events, encourage student attendance and create a

welcoming, engaging and enjoyable experience for customers.

The role combines event promotion, customer engagement, content creation and event coordination. Before events, postholders will promote The Venue's programme both online and in person. This will include speaking to students across campus, distributing promotional materials and promoting our events through their own social media channels, friendship groups, societies, group chats and wider student networks.

During events, postholders will undertake a variety of front-of-house and operational duties. These may include preparing and distributing promotional content and giveaways, managing guest lists, supervising event equipment and looking after special guests, performers and artists.

Postholders will also be required to support our event marketing team by capturing and appearing in social media content. This may include interviews, TikToks, Reels and photos.

The purpose of the role is to create genuine connections between The Venue and the student community. Postholders will use their knowledge of student interests, trends and social networks to provide insight, generate excitement and help ensure The Venue's marketing remains relevant and engaging.

Postholders will be expected to represent The Venue and Kent Students' Union positively and professionally at all times. They must deliver accurate information, follow instructions from managers, maintain appropriate confidentiality and contribute to events that are safe, inclusive and welcoming to students from all backgrounds.

Duties And Responsibilities

Operational Duties

- Promote The Venue's events through face-to-face conversations, social media, group chats and word of mouth.
- Carry out on-campus promotions, speaking to students and distributing flyers and other promotional materials.
- Share approved event content and ticket links through relevant personal and student networks.
- Help prepare and distribute event content, decorations, giveaways and promotional materials.
- Welcome customers and support guest-list management and front-door operations.
- Supervise event equipment, props, promotional activations and photo opportunities as directed.
- Support the events manager with welcoming and looking after special guests and artists performing at The Venue.
- Appear in videos, interviews, Reels and TikToks for The Venue's social media channels.
- Suggest content and promotional ideas based on student interests, trends and feedback.
- Support event set-up, delivery and pack-down where required.
- Follow venue procedures, licensing requirements, risk assessments and health and safety guidance.
- Report incidents, complaints, equipment faults or concerns promptly to the appropriate manager.
- Undertake other reasonable promotional and event-support duties appropriate to the role.

People Responsibilities

- Work cooperatively with the Events team, venue staff, security, artists and other student staff.
- Represent The Venue and Kent Students' Union positively and professionally.
- Engage confidently, respectfully and inclusively with students and customers.
- Follow instructions and communicate any problems or changes to the supervising manager.
- Respect customer privacy, personal boundaries and confidentiality, particularly when managing guest lists or capturing content.
- Support artists and special guests in a friendly and professional manner.

Financial Responsibilities

- Use event equipment, props, giveaways and promotional materials responsibly to avoid damage and loss.
- When managing the guest list, ensure free entry, queue jump and guest list places are only issued to those authorised to receive it. Do not offer unauthorised discounts or free entries without the permission of a manager.
- Protect promotional codes, ticketing information and other commercially sensitive information.
- This role has no cash-handling responsibility unless specifically authorised and trained.

Expected Behaviours

- Student focused – creates welcoming, relevant and enjoyable student experiences.
- Enthusiastic – promotes events with energy and confidence.
- Approachable – communicates in a friendly and engaging manner.
- Inclusive – treats everyone fairly and respects personal boundaries.
- Reliable – attends agreed shifts punctually and completes assigned duties.
- Professional – represents The Venue and Kent Students' Union appropriately in person and online.
- Responsible – follows instructions, procedures and safety requirements.
- Collaborative – works positively with team members, security, artists and guests.
- Creative – contributes engaging promotional and social media ideas.
- Trustworthy – handles guest lists, customer information and confidential details responsibly.
- Adaptable – remains calm and helpful in a busy nightlife environment

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
Relevant training or qualification		X		X
Experience	E	D	I	A
Experience engaging confidently and positively with students, customers or members of the public.	X		X	X
Experience working effectively as part of a team and following instructions.	X		X	X
Experience using social media platforms such as Instagram or TikTok.	X		X	X
Experience promoting events, products, services, societies or student activities.		X	X	X
Experience in events, nightlife, hospitality or marketing.		X	X	X
Knowledge	E	D	I	A
Understanding of professional conduct and good customer service.	X		X	X
Understanding of equality, diversity and inclusion and the importance of welcoming all students.	X		X	X
Awareness of privacy, consent and appropriate boundaries when capturing or sharing content.	X		X	X
Understanding of the importance of following venue-management, licensing and security instructions.	X		X	X
Knowledge of The Venue, Canterbury nightlife, student networks and current student trends.	X		X	X

Skills And Ability	E	D	I	A
Confident, approachable and comfortable speaking to students individually and in groups.	X		X	X
Able to communicate and promote event information clearly through social media, group chats and face-to-face conversations.	X		X	X
Reliable, punctual and able to attend agreed daytime, evening and late-night shifts.	X		X	X
Able to remain calm, professional and helpful in a busy nightlife environment and recognise when to escalate an issue.	X		X	X
Able to create engaging promotional moments by appearing in social media content.		X	X	X
Values And Behaviours	E	D	I	A
Evidence of a personal commitment to continuing professional development.	X		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	X
A commitment to equality of opportunity; someone who builds a culture of inclusivity and diversity.	X		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	X
Additional requirements	E	D	I	A
Full UK driving licence and willingness to drive company or hired vehicles where required		X		

How To Apply

Positioned Advertised	7/9/26
Applications Close	8/10/26
Shortlisting	9/10/26
Interviews	w/c 12 October

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 **NAME, JOB TITLE** by emailing [EMAIL](#)

Completed applications must be received by 8/10/26 at 23.59pm



— ksu.co.uk —