

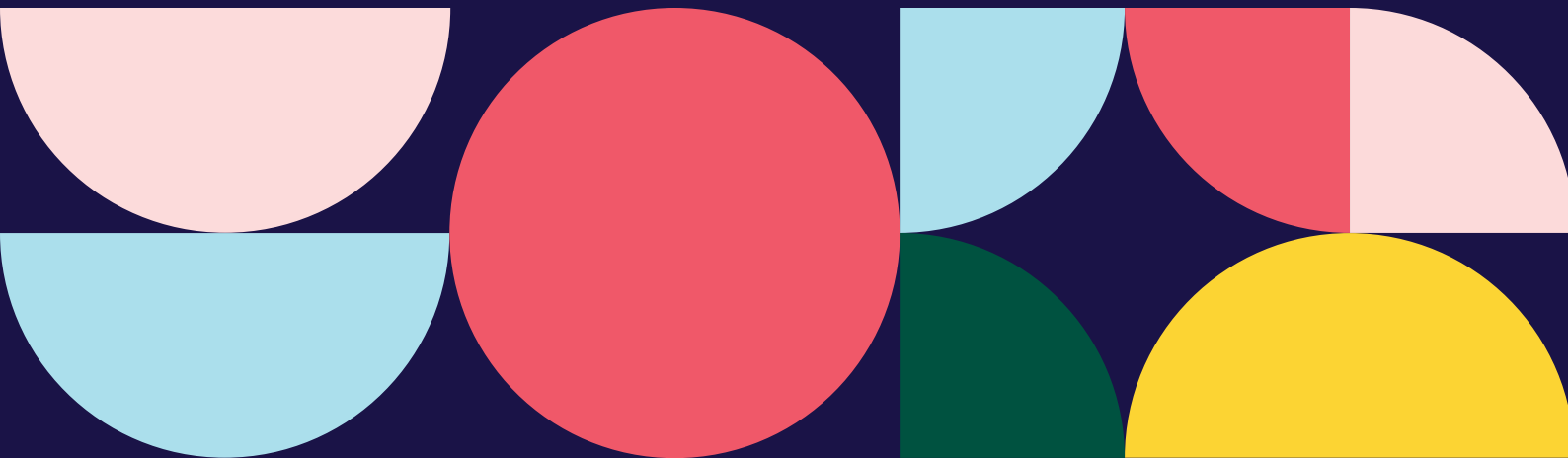
We're Hiring!

Information for Applicants

Marketing and Communications Executive



Bristol SU





Welcome

We're really excited that you're interested in coming to work at Bristol Students' Union!

Part business, part charity, part membership body – Bristol SU is a seriously fun place to work. Our professional staff do something extraordinary every day: we support student leaders to give people a voice in their education, help people get the most out of their student experience and make the change they want in the world.

It's an exciting time to join. We are starting the second year of a strategic plan that will see us become a Union for all Bristol Students as a modern and exciting part of the Bristol experience. We will be relevant to all students, making a difference in their lives by offering advice and representation, the chance to make new friends, develop new skills and discover new interests.

We are looking for passionate people that share our values and that can bring their positivity and ideas along with an inclusive and collaborative approach to helping us ensure maximum impact for our members. In return, you'll get to work in one of the UK's most vibrant cities (named as one of the best places to live in the UK by the Sunday Times), and have access to a range of generous benefits, great work-life balance, and excellent opportunities for you to build your skills and develop your career.

If you're excited to help shape the future of a charity that improves the lives of 32,000 members and want to build your career in an award-winning organisation with a supportive, rewarding and inclusive working environment, we'd love to hear from you.



The Bristol SU Director Team



About Us

The University of Bristol Students' Union is a membership organisation democratically led by students, for students. We represent over 32,000 student members and work to make sure that they get the best from their time at university by providing over 350 clubs, societies and networks, offering free support services and academic advice and representing students on the issues that matter to them. Bristol SU is also home to a number of enterprise services such as a lettings and property-management service, a shop and social spaces and venues selling refreshments and hosting brilliant events. We reinvest all of the profits from these services back into Bristol SU to enable us to continue to support a great university experience for Bristol students.

[Our 2025-2028 strategy sets out our destination and areas of focus for the next few years.](#)

Our Destination

[A Union for all students - The Community and Voice of Bristol Students](#)

Our Strategic Priorities

Connected Communities

Bringing students together

Financial Accessibility

Inclusive access for all

Empowered Changemakers

A greater force for change

Supported student leaders

Safe and inclusive student groups

Inclusive Engagement

Meeting diverse student needs

90% OF OUR STAFF FEEL WE HAVE STRONG VALUES AND ETHICS!

Foundation: A Strong Students' Union

Smarter Ways of Working

Stronger Customer Service

Sustainable Finance

[Find out more about the SU's impact and the outcomes we've achieved for our members.](#)



Our Values

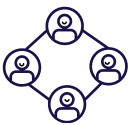
It's not just what we do that matters, it's how we do it. We will reflect what is most important to our students:



We are loud and proud about **equality, diversity and inclusion**. We are a Union for all students.



We want our students to thrive, so we support the **wellbeing** of our students through the services that we offer and the campaigns that we run.



We believe **community** matters; we create a sense of belonging across the student body through out student groups, networks, events and spaces.



Sustainability underpins all that we do; we want our Union, our University and our planet, to be here for the long term.



We believe opportunities for joy, humour and positivity are important, we want our students to have **fun** whilst at University.



I have been working for Bristol SU a long time and still love it because it is a fun and dynamic place with a great staff team, brilliant students and a leadership team who support and care for staff. No day is ever the same, there are always opportunities to try new things and good learning and development opportunities.

Suzanne Doyle, Governance and Learning & Development Manager





What We Do

Community, activity and opportunity

Bristol SU offers around 350 sports clubs and societies - one of the highest in the country. This means that there is something for everyone to get involved in. Our experienced staff team support Bristol University students to set up and run their clubs and societies, events and volunteering projects. We also run a Volunteering & Fundraising Network which brings together social impact activities at Bristol SU and provides opportunities for students wanting to make a positive impact in the community.

There is always something happening at Bristol SU, including tons of events taking place every day either virtually or in our SU building. Events range from workshops, training sessions and awards evenings to music, comedy and club nights.

Voice, Insight and Advocacy

Democratic decision-making is integral to Bristol SU. Our members elect the people that lead our organisation and represent their voice. Bristol SU is powered by a network of hundreds of student representatives who make sure that student voice is a central factor in shaping the university experience and the decisions affecting their education. Our advice service, Just Ask, enables us to provide support to students with problems they might be experiencing during their time at university, and our experienced team offers information and support for students needing help with academic issues and concerns.

Support and Services

The Students' Union is home to a number of social enterprises that provide services to our student members, reinvesting the profits back into student activity. Our services include our lettings service, which improves the moving experience for students by providing affordable, quality housing solutions. It also includes our shop, 'The Basket', selling a range of accessories, merchandise, gifts, and stationery. We also provide inclusive and vibrant spaces for students to study and connect with others, relax over a meal or a drink, or take part in student-led events.





How We Are Run

Trustee Board and Student Leaders

We're a democratically-run organisation, with student officers elected annually to represent their peers. Our Board of Trustees holds the ultimate responsibility for everything we do.

Our Board of Trustees is made up of 16 members including our full-time officers, student trustees and co-opted (external) trustees. They meet regularly throughout the year, with committees meeting at regular intervals before each Trustee Board.

Every year, students are given the chance to vote for and stand to be one of the seven full-time officers who lead our organisation. They are paid a salary and work full-time for one year. Their post involves representing students, making day-to-day decisions on behalf of the organisation and working with the staff team to deliver our strategy.

Finance and Funding

We receive some funding from the University which is given to us each year in the form of a block grant. We also raise funds through our commercial activity and receive a small amount from donations and other grants.

We are a charity and therefore do not generate a profit - every penny we make is reinvested back into our services for students.



Our Student Leaders

Our full-time officers are elected every March by the student body to take on full-time, paid roles to lead the Students' Union for one year. They represent the voice of students and help improve the student experience at Bristol.

Our current full-time officers are...



Linlu
Equality, Liberation &
Access Officer



Jessie
International Students
Officer



Sharan
Postgraduate Education
Officer



Ella
Sport & Student
Development Officer



Katie
Union Affairs Officer



Lucy
Student Living Officer



Mia
Undergraduate Education
Officer

[Find out more about our Officers, their roles and the campaigns that are important to them.](#)



Staff Structure



**Want to know more about who you'd be working with?
[Meet the full Bristol SU team.](#)**





Working at Bristol SU

About Bristol

Bristol is a vibrant and diverse city that's buzzing with personality. Set in the hills of south-west England, it has a fascinating heritage and incredible creative spirit. It's also a green city, with over 400 beautiful parks and gardens and has been named the kindest and most environmentally friendly city in the UK.

Bristol is easily accessible from London as well as from the north and east of England. If coming to work with us would mean relocating, you can find out more about the city at [visitbristol.co.uk](https://www.visitbristol.co.uk). We're happy to help if you need advice and support in relocating.

Bristol SU is a multi-site organisation. You can find us at:
Senate House, Tyndall Avenue, Bristol, BS8 1TH
The Richmond Building, 105 Queens Road, Clifton, Bristol BS8 1LN

Flexible Working

Bristol SU is a great place to achieve work-life balance. We really care about our staff being able to thrive both at work and at home, and so welcome suggestions and requests for flexible working, including part-time working, job shares, condensed hours and homeworking.

Whilst we can't guarantee to accommodate every request, we do promise to carefully consider them all, and work with you to help you work when and where you can be at your best.





Working at Bristol SU

Your Development

As a member of the Bristol SU team, we will provide you with access to a variety of learning opportunities and professional training so that whatever your chosen field of work, with the right mix of challenge and support, you'll gain fantastic experience and room to develop and advance your career.

You'll also have access to excellent career development opportunities. More than 75% of our senior leadership team have promoted from within the organisation and we're committed to helping every single one of our people make real progress towards achieving their career development goals - both during their time at Bristol SU and beyond.

Your Wellbeing

We take your mental and physical health seriously, and have made a real and meaningful commitment to the health and wellbeing of our staff, and to promoting a positive culture of joy and wellbeing.

We host regular wellbeing events and activities and provide line managers with training to ensure that they can provide proactive and tailored support to their team members. Our employees also benefit from access to a free counselling service.

96%

of our people agree that Bristol SU
cares about its employees!





Diversity & Inclusion

"Be yourself, be proud of the work you do and build a career in a place that knows that different is good."

Diversity and Inclusion at Bristol SU

Equality, diversity and inclusion are central to life at Bristol SU. We approach our work with positivity and celebrate our diverse and unique communities. Our people are proud of our values and care about creating diverse and supportive communities that are inclusive of age, disability, gender identity, race, religion, sexual orientation and experience.

Bristol SU strives to have an inclusive culture and an environment for all, underpinned by respect and compassion, where everyone feels welcomed, included, supported, valued and safe. We are committed to taking affirmative action to expand the diversity of our staff team by offering two guaranteed interview schemes. These are for people of colour and for disabled people.

Guaranteed Interview Scheme for People of Colour

We recognise that candidates that are people of colour may face additional barriers throughout their careers and when applying for new roles across the sector. We are committed to taking positive action to expand the diversity of our staff team by offering a guaranteed interview scheme for people of colour.

It is important to note that this scheme guarantees an interview for people of colour who meet the minimum criteria (at least 80% of the 'essential' criteria in the person specification) and tell us that they'd like to be considered under the scheme. The selection decision at interview will be based on the most suitable candidate, regardless of any protected characteristic.

It is important to note that there may be occasions where it is not practicable, or appropriate, to interview all candidates who have selected to be included within a guaranteed interview scheme who meet the minimum criteria for the job. In certain recruitment situations such as high-volume, seasonal and high-peak times, we may limit the overall numbers of interviews offered to all candidates - including those applying within our guaranteed interview schemes. In these circumstances we will select a minimum of two candidates from the scheme who best meet the minimum criteria for the job, rather than all of those that meet the minimum criteria.



Diversity & Inclusion

"Be yourself, be proud of the work you do and build a career in a place that knows that different is good."

Guaranteed Interview Scheme for Disabled People

Bristol SU is proud to be accredited as a Level 1 [Disability Confident Employer](#) making a commitment to the recruitment, development and retention of disabled staff. We recognise that disabled candidates may face additional barriers throughout their careers and when applying for new roles across the sector, and we are committed to taking positive action to expand the diversity of our staff team.

It is important to note that this scheme guarantees an interview for disabled people who meet the minimum criteria (at least 80% of the 'essential' criteria in the person specification) and tell us that they'd like to be considered under the scheme. The selection decision at interview will be based on the most suitable candidate, regardless of any protected characteristic.

It is important to note that there may be occasions where it is not practicable, or appropriate, to interview all candidates who have selected to be included within a guaranteed interview scheme who meet the minimum criteria for the job. In certain recruitment situations such as high-volume, seasonal and high-peak times, we may limit the overall numbers of interviews offered to all candidates - including those applying within our guaranteed interview schemes. In these circumstances we will select a minimum of two candidates from the scheme who best meet the minimum criteria for the job, rather than all of those that meet the minimum criteria.

Awards

We have appeared in the Inclusive Companies top 100 list, and have won a number of awards for our commitment to diversity, including best Students' Union.



Benefits & Perks

We offer a range of financial benefits and a variety of opportunities to develop your skills and career. This is in addition to flexible working opportunities, generous family leave policies and holidays, great social opportunities and diverse staff networks.

Annual Leave

Salaried staff at Bristol SU get **25 days** annual leave (calculated on a pro-rata basis for part-time staff and staff on fixed term contracts), plus 8 university closure days and bank holidays - that's at least **40 days!**

Enhanced Pay and Support for New Parents

We provide up to **4 months** enhanced pay for parents taking maternity, adoption or shared parental leave. Bristol SU staff are also part of the University's Work and Family initiative, which provides support for new parents including support when returning to work and beyond.

Enhanced Employer Pension Contributions

By contributing 5% or more of your salary into your pension, we will provide a contribution of up to 10% of your earnings into your pension.

Travel

We offer a cycle-to-work scheme, travel loan options and access to the campus car parking (subject to eligibility) and car share scheme.

Discounts

You get a free NUS Totum card entitling you to discounts at various retail outlets. You also benefit from a **range of other discounts**, including discounted **gym membership** and reduced **childcare** rates at the University of Bristol day nursery.

And Lots More...

Some of our other staff benefits include membership to clubs and societies, University library access, Microsoft Office at home and free access to the Business Lounge at the Engine Shed (next to Temple Meads).



About the Role

Marketing and Communications Executive – Role Profile

Job Title	Marketing and Communications Executive
Working Hours	Up to 35 hours per week (to be worked flexibly) - Part-time working considered
Salary Range	The starting salary for this role is £27,424
Contract	Permanent
Reports to	Marketing Manager
Direct Reports	N/A

Purpose of the Role

We're looking for an enthusiastic, resourceful, and creative individual with strong communication skills to join our vibrant team. This role produces engaging content for a variety of different channels including web, print and social media. You'll use your passion for telling stories to help deliver dynamic and accessible campaigns which drive engagement with Bristol SU and the services we offer.

Working closely with the rest of our marketing team, you'll support campaign planning and implementation of messaging and creative across communications channels. You'll help further establish Bristol SU's distinctive tone of voice, support teams across the organisation with their copywriting and communication, and support our reactive communications work. You'll make sure our communication is relevant to students, and demonstrates Bristol SU's impact.

You'll support our elected officers and other staff to respond to media enquiries, and will proactively pitch stories to student, local and national media. You'll look after our social listening process, and maintain a positive relationship with our student media outlets.

You'll use your skills to deliver inclusive content that speaks to our ever-changing student audience and adds value to their experience at University and interactions with the SU. And you'll help us ensure that everyone who creates content on behalf of the brand is contributing to our vision for how we communicate.



About the Role

Marketing and Communications Executive – Role Profile

Main Duties and Responsibilities

Content Creation and Copywriting

- Creating tailored and engaging content for campaigns and services across our communication channels, including web, print and social media
- Lead copywriter for Bristol SU communications, gatekeeping our brand voice and supporting other staff to deliver content in our house style
- Develop copy and content to reach our diverse student body and engage students from a wide range of backgrounds
- Seek out stories to demonstrate Bristol SU's impact and relevance to students, contributing to a strong brand narrative
- Support elected officers with writing and editing pieces of content including presentations, scripts, blogs and press statements
- Maximise opportunities to produce high-quality, relevant content on fast-moving and hot-topic issues
- Support Senior Marketing Executive with day to day social media delivery, for channels such as LinkedIn and Instagram

Reactive Communication and PR

- Confidently work with journalists and support our elected officers through our media process
- Foster key relationships with student media outlets, University of Bristol media and communications teams, and wider media outlets
- Proactively pitch news stories and features to student, local and national media outlets
- Support our elected reps to craft media statements and respond to reactive situations
- Keep an ear to the ground for student feedback and emerging issues on social media, key publications, and national media

Marketing Team

- Collaborate with other members of the Bristol SU Marketing team to shape and deliver channel content, and contribute to our communication strategies
- Review performance of communication using platforms such as google analytics to develop insight and ensure data and feedback improve our outputs
- Attend internal and external meetings as a representative of the team
- Support with writing and proofreading marketing editorial as required
- General support to the team in fulfilling its collective responsibilities and objectives

Other:

- Undertake such other tasks as may be necessary in order to achieve the vision, mission and values of Bristol SU
- Comply with all Bristol SU Health and Safety guidelines
- Take personal responsibility for Health and Safety of yourself and those around you



About You

Job Title – Person Specification

Key

E = Essential criteria

A = Assessed in the application form

D = Desirable criteria

I = Assessed at interview

Priority

Assessed

Knowledge & Experience

1 Experience of creating copy and/or content for a range of channels including print and digital	E	A / I
2 Experience of communicating to a young / student audience	D	A / I
3 Experience of using and gatekeeping corporate brand voice	E	A / I
4 Experience of working with media outlets	E	A / I
5 Experience of collaborating with multiple stakeholders and working across different teams on projects	E	A / I
6 Understanding of social media algorithms and trends	D	A / I
7 Experience of working in a fast-moving creative team	D	A / I

Skills & Abilities

1 Strong attention to detail, particularly in written communication	E	A / I
2 Able to be flexible and react quickly to developing situations	E	A / I
3 Able to manage media enquiries and generate positive coverage	E	A / I
4 Excellent instinct for content that will engage an audience across different channels	D	A / I
5 Able to build positive and productive relationships with stakeholders	E	A / I
6 Able to communicate complex or contentious topics in an engaging and easy to understand way	E	A / I
7 Able to work at pace, meet tight deadlines and manage competing priorities	E	A / I

Values & Behaviours

A demonstrable commitment to our organisation's values	E	I
A commitment to and understanding of equality, diversity and inclusion	E	I
Comfortable working in a democratic, student-led environment with the ability to empower and build effective relationships with elected officers	E	I

If you think you have what it takes to be our next Marketing and Communications Executive, but aren't sure you meet every point on the person specification, please still get in touch with the recruiting manager. We'd love to have a chat and see if you could help us to achieve great things for our SU and its members.



How to Apply

The closing date for applications is Monday 1 June 2026 at 9am

Application Timeline

- Closing Date: Monday 1 June 2026, 9am
- Shortlisting: Monday 1 & Tuesday 2 June 2026
- Interviews: Monday 15 June 2026

Please submit your application via our online recruitment portal, accessible via the jobs page on our website.

You will need to provide an up-to-date copy of your CV and a detailed cover letter setting out how you meet the 'essential' requirements included in the person specification.

You will also need to answer the following questions related to the person specification for the role:

- Please provide an example of some content or copy that you have produced, and explain how you have adapted this for different channels.
- What organisation successfully communicates itself to students and why?

We recommend that you prepare your answers in advance in a separate document where possible, to avoid losing your responses before you submit them in the portal.

Please do not use AI throughout the recruitment process. We want to hear from you in your own words. Please note that use of any software or tools to aid disabled people such as speech to text aids are welcomed.

Remember that you don't have to have work experience to have the skills or knowledge to do a great job. We are interested in your potential, so encourage you to use examples from outside of work too when answering the questions.

Please note:

- We will contact you to let you know the outcome of your application. This can sometimes take a few weeks so please bear with us.
- You must be able to provide proof of your right to work in the UK before starting work with us.
- We will not be able to sponsor employees requiring a skilled worker visa where the job does not meet the salary threshold. We cannot advise on the visa options that might be available and you should seek independent legal advice.
- Applications received after the above closing date will not be considered.

Informal enquiries:

For an informal chat and to find out more about the role, please contact the recruiting manager:

caroline.patton@bristol.ac.uk

Impostor Syndrome

Impostor syndrome is the overwhelming feeling that you don't deserve your success. It can convince us that we are not as intelligent, creative or talented as we may seem. It often strikes when applying for a job, and has long been thought to disproportionately affect women and people from marginalised backgrounds. If you recognise feelings of impostor syndrome during your job search, [you'll find some useful tips to help overcome it here.](#)



