



**Southampton University
Students' Union**

University of Southampton Students' Union
University Road
Highfield
Southampton
SO17 1BJ

Tel: 023 8059 5200

JMT/Q

28 May 2007

Dear Applicant

Media Sales and Promotions Assistant

Thank you for your enquiry regarding the above post. The following items enclosed should help you to decide whether to apply and also act as a source of reference to the person eventually appointed.

- Further particulars of the post
- Information about the Students' Union
- Application form
- Equal Opportunities Monitoring form
- Equal Opportunities Statement

The information contained within covers much of the requirements of the post but in an organization as diverse as the Students' Union a wide variety of duties need to be performed so there may necessarily be some omissions. It is hoped, however, that the information provided will have the effect of encouraging applications.

The Students' Union is a friendly and rewarding place in which to work with many members of staff having completed ten and even twenty years of continuing service.

The closing date for applications is Friday 15th June 2007. It is intended to interview on Wednesday 20th June. I look forward to receiving your application should you decide to apply.

Yours faithfully

Joanna Thurlow

Joanna Thurlow
Personnel Manager

UNIVERSITY OF SOUTHAMPTON STUDENTS' UNION
MEDIA SALES & PROMOTIONS ASSISTANT

The Union invites applications for the full time post of Media Sales & Promotions Assistant. The Marketing Department currently consists of a Marketing Manager, a Media Sales Co-ordinator, a Media Sales & Promotions Assistant and a part-time Marketing Assistant and a team of part-time student Promotions staff.

You will work on all areas of the remit of the Marketing Department but primarily you will work alongside the Media Sales Co-ordinator assisting him in the selling of advertising space for all media in the Students' Union and with the Marketing Manager to promote the activities of the Union across all University Campuses and to Halls of Residence. The promotions side of the role will entail supervising the team of part-time, student staff. There will also be an element of administration work.

Principal Duties of the Post

1. To assist in selling advertising space to local and national advertisers within all Students' Union publications, the radio station, SUSU TV and on the Union website.
2. To assist in ensuring that all advertising copy booked is received by stated deadlines and in the correct format in order to meet print/broadcast requirements.
3. To assist in selling stand space in the Students' Union to external organisations.
4. To sell poster board advertising space and maintain poster sites within the Students' Union, ensuring posters are in good condition and up to date.
5. To sell advertising space associated with Freshers' Week (the week when new students join the Union – usually the beginning of October) and assist in the organisation of the week.
6. To assist with market research projects e.g. campaign execution and data analysis.
7. To assist with the production of Union media e.g. the Wessex Scene and Freshers Publications.
8. To assist in ensuring the smooth running of internal Union marketing campaigns.
9. To carry out promotional flyering and postering for internal departments and external clients
10. To induct, train and supervise the part-time student promotions team, preparing rotas and timesheets and ensuring that they complete all relevant employment paperwork.
11. To liaise with individuals within academic schools to ensure the Union messages are publicised adequately and innovatively within schools.
12. To assist with the set up and break down of any special events such as University Open Days, Freshers Week and Refreshers Week.

13. To carry out any administration associated with the role.
14. To perform other duties as may be necessary within the scope of the post to meet the needs of the Marketing Department as directed by the Marketing Manager or her deputy.

The nature of the role means there will be some evening and weekend work associated with certain projects and campaigns. After working at these times, time off in lieu will be offered.

Person Specification

The successful applicant will have **some proven relevant experience and/or relevant qualifications** and ideally the aptitudes listed below:

1. Skills, Abilities and Knowledge

- 1.1 A graduate with a demonstrable level of **relevant** experience in a sales or marketing environment.
- 1.2 Experience in 'cold calling' potential clients.
- 1.3 Experience in following administrative procedures and office routines.
- 1.4 Computer literate, with a working knowledge of Microsoft Office and ideally some design experience.
- 1.5 Working knowledge of the internet and electronic mail.
- 1.6 An understanding of the culture of a Students' Union would be beneficial, although by no means essential, as would experience of working with volunteer staff.
- 1.7 Experience supervising staff.

2. Disposition

- 2.1 A self-motivated individual with the enthusiasm to sustain a role such as this in the Union.
- 2.2 An excellent communicator with the ability to liaise with a variety of individuals both students and staff in the Union, University and external bodies. An excellent telephone manner is essential.
- 2.3 Well-organised with a close attention to detail and the ability to prioritise their own workload, while remaining flexible enough to react to changing circumstances and requests.
- 2.4 An able administrator with the ability to maintain records efficiently.
- 2.5 Calm and patient in the face of approaching deadlines.

Conditions which Govern the Appointment

- 1) The salary will be paid on level 2B of the Single Pay Spine, negotiable within the range £16,183 - £19,263 dependent upon qualifications and experience. It is anticipated that the successful applicant will be employed at the lower end of the scale. Salary is subject to an annual cost of living award effective on 1 August and incremental rises on 1 August (after a minimum of six months service). Salary is paid monthly in arrears on the last Friday of each calendar month by BACS transfer to a named bank account.
- 2) Annual leave entitlement is twenty days to be taken during vacations. This will rise to 21, 22, 23 and 24 days after one, two, three and four years' completed service. In addition, there is a number of public and 'other' University days when the Union is closed. Annual leave is subject to agreement with the Marketing Manager.
- 3) The person appointed will be eligible to join the University's Superannuation Scheme (PASNAS) to which staff currently contribute 5% of pensionable salary. The Union currently contributes 12.8%. The person appointed may elect **not** to join the scheme if he/she so wishes. He/she will also be eligible to join the Southampton University Staff Club.
- 4) The normal office hours are 9.00am to 5.00pm with an hour for lunch, Monday to Friday.
- 5) There will be a probationary period of six months and the Media Sales and Promotions Assistant will report to, and be responsible to, the Marketing Manager or her deputy. He/she will work for and on behalf of the student members.
- 6) The person appointed will be required to live in or near Southampton.
- 7) The person appointed may join any trades union of his/her choice noting that UNISON represents staff employed on clerical and related conditions of service.
- 8) The person appointed will be subject to the sick leave regulations applicable to members of the non-academic staff. There will no entitlement to sick pay (other than Statutory Sick Pay where this applies) during the first three months following appointment.
- 9) The person appointed will be subject to relevant Statutes, Ordinances, Regulations and Standing Orders of Council of the University for the time being in force and to the Constitution, Laws and By-Laws of the Students' Union for the time being in force.
- 10) The appointment will terminate on the 30th September immediately following the post holder's sixty-fifth birthday. In other circumstances the appointment may be terminated by giving one month's notice in writing after the initial 8 weeks' service.

Further Information for Applicants

The Marketing Department was introduced into the Students' Union in 1999 when a Marketing Manager was employed to promote and market the Union's services (both commercial and non-commercial). In 2001 an administrative assistant was employed to assist with the running of the office due to the increased workload and in 2003 a Media Sales Co-ordinator was appointed and then in 2004 a Sales and Marketing Assistant joined the team (now called Media Sales & Promotions Assistant).

The Union's commercial areas are largely located at the Highfield campus and consist of licensed bars, a nightclub, cinema, a café, a shop, and a travel centre. There is also a bar at Winchester School of Art. The Union also runs 'quasi-commercial services' in the form of an Events Department (events are run at Highfield and Winchester throughout term time) and Union Films (located at Highfield at the Uniplex Cinema).

There is also a non commercial side to the Union, called the Membership Services Department which runs student volunteering, Student Community Action, the Athletic Union, the administration for all clubs and societies, as well as running welfare campaigns and the Union Media.

The post-holder will be involved with all Union Departments, but will ultimately report to the Marketing Manager.

The post must be self-funding and it is expected that by the end of the financial year that this has been achieved.

* * * * *

Enclosed with these details is a further information sheet which briefly explains the status of the Students' Union and provides details about it, including the relationship that exists between elected student officers and members of staff. There is also equal opportunities particulars and an application form.

The application form should be completed in as much detail as possible and additionally a curriculum vitae would be welcomed. Please provide the names and addresses of **two business referees** to whom enquiries may be addressed. These should include your current/most recent employer and please indicate whether you would prefer that contact is not made at this stage.

Applications should be sent to Mrs Joanna Thurlow, Personnel Manager, University of Southampton Students' Union, Highfield, Southampton SO17 1BJ - envelopes marked **confidential** - to arrive no later than **Friday 15th June 2007** with interviews taking place on **Wednesday 20th June, 2007**.

Confidential

UNIVERSITY OF SOUTHAMPTON STUDENTS' UNION

This form should be completed in **black ink**. Use additional sheets if necessary.

Application for the post of: _____

Personal Details

Surname _____ Title: Mr/Mrs/Miss/Ms/Dr _____

First Names: _____

Address: _____

_____ Postcode: _____

e-mail address _____

Telephone numbers - day: _____ evening: _____

Education/Training - start with most recent

Secondary School/ College/University	Qualifications gained and grades
Please use additional sheet if necessary	

Current or Most Recent Post

Employer	Position Held Dates of employment Current/FinalSalary (Please indicate if pro-rata, part-time salary)
Give your job title and a brief description of the duties/responsibilities of your current or most recent post. (Please continue on an additional sheet if necessary.)	

Work History

Give details of your previous work history (including voluntary or unpaid work) beginning with the most recent (Please continue on a separate sheet if necessary)			
Dates (from/to)	Name and Address of Employer	Position Held	Summary of Main Duties

Reason(s) for leaving or wishing to leave current or most recent post

.....

Information in support of your application (Continue on a separate sheet if necessary)

Please describe your reasons for applying for this post and explain how your experience, skills and training (including voluntary experience) are relevant to the post in question. Please provide any additional information which you feel is relevant to your application.

Outside interests, hobbies etc.

Health

Please enter total number of absences in the last three years (continue on a separate sheet if necessary)

From	To	Reason

Referees (who must not be relations and one of whom should be your present/last employer).

Name:	Name:
Position held:.....	Position held:.....
Organisation:	Organisation:
Address:.....	Address:
.....
.....
Tel. no.....	Tel. no.

References will only be taken up for applicants selected for interview. May we contact your present employer at that time? YES No

Criminal Convictions

Have you ever been convicted of a criminal offence? (Please note, you are not required to detail spent convictions)

Yes No

If yes, please specify below (continue on a separate sheet if necessary)

.....

.....

.....

If appointed, how soon would you be able to commence?

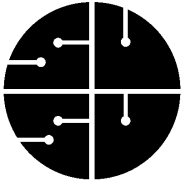
I declare that the information given in this application is accurate and complete to the best of my knowledge. Any false statement may be sufficient cause for rejection or, if employed, may result in the termination of your employment.

I agree that the information given on this form may be used for registered purposes under the Data Protection Act 1998.

Signature _____ **Date** _____

Unless otherwise specified your application form should be returned to:

Mrs J Thurlow, Personnel Manager, University of Southampton Students' Union, Highfield, Southampton, SO17 1BJ



Position applied for:

To monitor the Union's policy it is necessary to collect information from applicants and existing employees on the key characteristics which relate to equal opportunities in employment. The information collected will form a confidential record. It will be used only to monitor the operation of the Equal Opportunities Staffing Policy which aims to ensure that no direct or indirect discrimination occurs on the grounds of sex, colour, race or disability.

Please tick as appropriate:

1. I am: female male

2. **Ethnic Origin** (Please read the list below and tick the appropriate box that you feel most nearly describes your ethnic origin).

I am Asian: {	<input type="checkbox"/> Bangladeshi
	<input type="checkbox"/> Chinese
	<input type="checkbox"/> Indian
	<input type="checkbox"/> Pakistan
	<input type="checkbox"/> Other Asian (Please state)

I am Black: {	<input type="checkbox"/> African
	<input type="checkbox"/> Caribbean
	<input type="checkbox"/> Other

I am White

Any other ethnic group (Please state).....

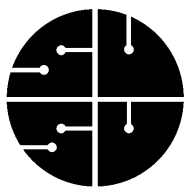
3. I have a disability Yes No (If 'Yes', please describe briefly)

.....
.....

I am registered disabled Yes No

4. Where did you learn about this vacancy?

Thank you for providing this information, which on receipt will be detached from your application and will be used only to monitor the operation of the Union's Equal Opportunities Policy in respect of sex, colour, race or disability.



**Southampton University
Students' Union**

Equal Opportunities Staffing Statement

“The University of Southampton Students’ Union confirms its commitment to a comprehensive policy of equal opportunities in employment in which individuals are selected and treated on the basis of their relevant merits and abilities. The aim of the policy is to ensure that no job applicant or employee should receive less favourable treatment on any grounds which are not relevant to good employment practice. The Union is committed to a programme of action to make the policy as fully effective as possible. Members of staff will be expected to work within the spirit and letter of the Union’s Equal Opportunities Staffing Policy”.

Southampton University Students' Union

University of Southampton

Founded in 1862, the University has its roots in the Hartley Institute, an education institution set up by a local philanthropist. The University of Southampton was granted its Royal Charter in 1952 and in 2002 celebrated its Golden Jubilee. Today, some 20,000 students study at the University, 17,000 undergraduates and 3,000 postgraduates. Nearly 2,000 students come from outside the UK, representing more than one hundred different countries.

The University's main Highfield campus is situated about two miles from Southampton city centre and is a compact mix of older and more modern style buildings, grouped around an attractively landscaped valley. The main library, Students' Union buildings, sports facilities, shops and banks, a theatre and concert hall, are all situated on the Highfield campus. The nearby Avenue Campus houses the Arts Faculty, while the School of Ocean and Earth Science is based at the Southampton Oceanography Centre. Art and Design are taught in Winchester and the Winchester School of Art. University of Southampton New College, at a campus located close to the city centre, is dedicated to teaching and learning through programmes and modes of study appropriate to the needs of students with diverse cultural and social backgrounds.

Students' Union

Structure

All students of the University of Southampton are members of the Students' Union, entitled to use its facilities and to become involved in its governance. The Students' Union is a student led organisation, directed by elected student officers with support from permanent staff. Five full-time elected officers make up the sabbatical team, who hold office for a year at a time. Other elected positions are part-time and students undertake these roles in addition to their studies.

Permanent staff are responsible for the day to day management and activities of the Students' Union. There are around 150 members of staff in total, with 6 senior managers and 12 heads of department running a wide range of commercial and non-commercial areas (see attached chart for details).

While part of the University, the Students' Union is an autonomous organisation, with its own constitution, governance, finances and staff structures. The objectives of the Students' Union are to:

- Promote the general interests of students
- Provide and further welfare, social, cultural, recreational and athletic facilities for students
- Foster amicable relations with the University and externally
- Provide a channel of communication between students and the rest of the University

Services

The Students' Union provides a range of services to its members. The **Commercial Services** are:

- **Nightclub and bars**
A new nightclub venue and bars were completed in November 2002
- **Cinema**
Union Films has been voted best student film society for several years
- **SUSU Café**
Also redeveloped as part of the Union building refurbishment
- **Shop**
Stationery, groceries, toiletries, cards, magazines and much more
- **Travel Centre**
The best prices available for national and international travel

The Union underwent a massive refurbishment, completed in November 2002, which greatly enhanced the entertainment venues and catering services and the student experience.

The non-commercial activities are known as **Membership Services** and consist of:

- **Student Activities**
Athletic Union: around 100 competitive and recreational sports clubs
Clubs and Societies: around 100 social, cultural, political, performing, religious and departmental societies
- **Student Advice and Information Centre**
Confidential advice and information on money, housing, immigration, legal and academic issues
- **Student Community Action**
200+ students volunteering in the community, supporting health, social, educational and environmental projects
- **Student Media**
Student run newspaper, radio station, web site and films unit.
- **Rag**
Raising money for local and national charities
- **Nightline**
Telephone and drop-in peer support service
- **Equal Opportunities**
Representing the interests of all students in the University and externally

The Membership Services Department is also responsible for supporting student course representatives and providing training for student officers and volunteers.

All of these activities are supported by the financial, administrative, building and marketing departments of the Students' Union.

April 2003

EXECUTIVE COMMITTEE

MARGARET TRIGGS PA to Sabbaticals

JULIE ATKINS PA to Permanent Secretary

GEORGE CLEGG
Permanent Secretary

