



Communications & Digital Coordinator (Maternity Cover)

Application Pack



We are a registered charity named the University of the West of Scotland Students' Union
Charity Number SC049356

Student Officer Team's Welcome

We are delighted you are considering the role of **Communications & Digital Coordinator** at UWS Students' Union. This is an exciting time to join us as we embark on the biggest transformation of our democratic and student voice structures since our inception. This role will play a pivotal part in ensuring its success.

This role is perfect for you if:

1. You enjoy overseeing social media and developing new methods to build engagement.
2. Understand what students are looking for when it comes to digital engagement
3. You have an eye for detail and excellent proof-reading skills.

At UWS Students' Union, a core value is promoting **Equality and Diversity**. We are committed to advancing equality and breaking down barriers in everything we do. We encourage applications from individuals of all backgrounds, regardless of race, gender/gender identity, sexual orientation, religion, age, disability, or other characteristics. We are also happy to discuss any reasonable adjustments you may need during the recruitment process or in the role itself.

This pack contains all the information you'll need about the role, our Students' Union, and the benefits of working with us. We've also included guidance on completing the application form to give you the best chance of being shortlisted for an interview.

How to Apply

To apply for this post, please complete the **Application Form** and **Diversity Monitoring Form**, available in the job description on our website, and email them to recruitment@uwsunion.org.uk. Please note that we cannot accept CVs as part of the application process.

- **Closing Date:** 23rd June 2025 @ 2pm
- **Interviews:** Week Beginning 30th of June 2025

All applications and related documents will be treated confidentially. Unsuccessful applications will be securely destroyed six months after the closing date.

We look forward to receiving your application!

Warm regards,
The Student Officer Team
UWS Students' Union





About our students' union

We are a democratic charity that is led by students.

We have been supporting and representing students since 1971. Of course, things have changed a lot over the years as the University of the West of Scotland has expanded and grown. We work across five campuses including Paisley (where our main union building is located), Ayr, Lanarkshire, Dumfries and London.

Our Values

Our staff and students agree to and work within the values of our union - they underpin our behaviour and approach to all that we do.

Welcoming

Always friendly and supportive, providing opportunities to meet new people, learn new skills and have fun.

Innovative

We are an ambitious union and are unafraid to try new ways of working to ensure students receive the best services and university experience.

Student Led

We are led by students, for students and ensure that student voices are at the heart of everything that we do.

Equality & Diversity

Advancing equality and breaking down barriers in all that we do.

Fast Facts

49%

Increase in voter turnout for Officer Elections

71%

Satisfaction rate with our Union

5007

Instagram Followers

464

No. of students supported by Welfare and Advice

93%

Of students felt better after contacting our Advice Service

432

No. of Course Reps



About the Role

At UWS Students' Union, we're here to make student life better. That means being student-led, supporting campaigns that matter, and making sure students feel heard, included and represented.

We're looking for a Communications & Digital Coordinator (Maternity Cover) to join our team at a time of exciting change. We're transforming how students get involved in shaping their Union, and this role will play a big part in helping us tell that story.

This is a hands-on role where no two days are the same. You'll be responsible for managing our digital channels and making sure our communications are clear, engaging and student focused. From promoting officer campaigns and supporting elections, to creating social media content and keeping the website up to date, your work will help connect students with the Union and each other.

You'll also:

- Design digital and print materials that promote our services, events and campaigns.
- Support student reps and societies with their own publicity and visibility.
- Help shape messaging around our key democratic changes, including how students engage with decision-making.
- Track performance and trends using analytics, and suggest ways we can improve our digital engagement.

You'll be part of a small, friendly and ambitious team that's open to new ideas and committed to equity and inclusion. We're proud to represent a diverse student population across five campuses – including Scotland's leading widening participation university – so we're especially keen to hear from people who understand how inclusive communications can break down barriers.

If you're creative, organised, and want to use your skills to help students thrive, we'd love to hear from you.

What we offer

- 23 Days annual leave plus public holidays and 2 weeks holidays in Dec / Jan (pro rata)
- Flexible working opportunities
- Death in service benefit
- Commitment to supporting your Continuing Professional Development
- Good working environment, excellent colleagues with lots of opportunities to try new ways of working
- NUS Totum discount card & access to Perks at Work
- Access to Health Assured employee assistance programme

Guidance on completing your application

At UWS Students' Union, we are committed to equality of opportunity. To ensure fairness, all identifying personal information is removed from applications before they are passed on to the shortlisting panel. This means that it's essential that your application focuses on your skills and experience, as well as the information you wish to share with us about why you're the right candidate for the role.



Completing Question 6: Meeting the Person Specification

Question 6 is the **most important part of your application**. This section asks you to outline your general experience in no more than **two A4 pages**, and it's your opportunity to demonstrate why you are the ideal candidate for this role.

- **Demonstrate how you meet the person specification:** Provide clear and detailed examples to show how you meet each of the **essential criteria** outlined in the person specification.
- **Use specific examples:** Avoid general statements—explain what you did, how you did it, and what the results were.
- **Include all relevant experience:** This can come from your current or previous employment, voluntary work, or any other activities that have helped you develop the skills and competencies required for the role.

Tips for a Successful Application

- Ensure your application is **clear, concise, and well-structured**.
- Avoid using **ALL CAPS**, as it can be difficult to read.
- Make your points stand out with clear headings or bullet points where appropriate.
- If you need to include additional pages, make sure to clearly mark them with the **job title** and the relevant **application form section** at the top.
- Send your application in a **Microsoft Word** document.

Please note: **CVs will not be accepted** as part of the application process.

References

References are usually requested for shortlisted candidates **prior to the interview**. If you would prefer that one or both of your references are not contacted at this stage, please indicate this clearly on the relevant page of your application. However, it is our policy to **only make an unconditional job offer after references have been taken up**.

Find Out More

For more information about UWS Students' Union, our mission, and the work we do to support students, please visit our website at www.uwsunion.org.uk.



What to expect from the interview...

If you are shortlisted for the interview, you will be invited to our Paisley campus to meet the interview panel. The panel will include an elected officer, a team leader or manager, and a head of service.

The interview will consist of three parts:

1. **Task:** You will complete an interview task designed to demonstrate the key skills required for the role.
2. **Q&A Session:** The panel will ask a series of questions to assess the competencies outlined in the person specification.
3. **Your Questions:** This is your opportunity to ask us any questions you may have about the role, the Union, or the organisation.

To help you prepare, the Union will provide the following to shortlisted candidates one week before the interview:

- Full details and materials for the interview task.
- A list of the questions that will be asked during the Q&A session.

We want to ensure you feel confident and prepared for the process, so don't hesitate to reach out if you need any further support or adjustments.

Good luck from all the team at UWS Students' Union!

JOB DESCRIPTION



Job Title:	Communications & Digital Coordinator (Maternity Cover)
Department:	Student Union Support Services
Location:	Based at one of our Scottish Campuses (Ayr, Lanarkshire or Paisley) with travel to the others as needed.
Salary:	SU Grade 5 – £23,973 for 28 hours.
Hours of Work:	28 Hours per week
Type of Contract:	Fixed Term – Maternity Cover until 31st of August 2026
Reports to:	Chief Executive Officer
Purpose of Role:	
<p>The Digital & Communications Coordinator will be directly responsible for developing, maintaining and delivering our communications work by overseeing the creation of engaging content that works to enrich the student experience. The post holder will oversee the Union's digital engagement platforms – social media & Website – with a focus on visual, creative and engaging content. They will also ensure physical materials, such as posters, flyers and pop-up banners are kept up to date and remain relevant to our members.</p>	
Key Responsibilities:	
<p>Main duties</p> <ol style="list-style-type: none"> 1. Develop and collate content for the Union's digital channels focusing on effective, visual and engaging content. 2. Oversee all Union social media, scheduling relevant content in line with the Union's marketing strategy. 3. In partnership with other staff collate and create email content to inform and engage Union members. 4. Oversee the production of exciting social media / digital / physical campaigns. 5. Support the development of digital platforms and encourage online student engagement. 6. Oversee analytics and produce timely and accurate reports on the performance of the Union's digital channels. 7. Ensure all design requests follow our branding guidelines. 8. Provide support to our societies and reps on developing advertising campaigns in key areas. 9. Proof-read any physical copies produced of impact reports, handbooks etc. 10. Support the Union's services by capturing and promoting all activity associated with the University. 11. Line Manage student staff and interns as required. 	

Teamwork

1. Contribute to the delivery of the Union's strategic goals with other colleagues.
2. Build strong working relationships between Union teams, University staff, and the wider student body to deliver strategic goals and enhance the student experience.
3. Foster a collaborative and inclusive environment that supports staff, officers, and volunteers in achieving shared objectives.

Other Responsibilities

1. Ensure all work aligns with the Union's values of being welcoming, innovative, student-led, and committed to advancing equality and diversity.
2. Contribute to Union-wide initiatives and events as needed, including occasional evening and weekend work.
3. Perform other reasonable duties as directed to support the Union's mission and values.
4. Stay student-focused and nurture an excellent student experience
5. Evening and weekend work when required
6. Attend meetings, training and conferences where necessary
7. Work within the policies and procedures of the Union

This role supports the following UN sustainable development goals:



Person Specification

Qualification / Training / Continuous Professional Development	Essential or Desirable
1. University Degree (Or equivalent experience)	E
2. Strong evidence of a commitment to continuous professional development, through attendance at training, conferences and self-learning.	E
Knowledge and Experience	
1. Significant experience of social media management tools and digital engagement platforms.	E
2. Experience of copywriting to a high level	E
3. Experience of working in a communications, digital engagement, marketing or sales role.	E
4. Basic knowledge of Web Content Management Systems	E
5. Knowledge of trends in social media, digital engagement platforms and content marketing.	E
6. Good working knowledge of industry standard design packages (e.g Canva)	E
7. Experience of using analytics and search engine optimisation to inform digital content.	E
8. Knowledge of GDPR	D
9. to create communications material for digital and print.	E
Skills	
1. Strong analytical and data analysis skills	E
2. Ability to work independently	E
3. Exceptional organisation, presentation and communication skills with an attention to detail.	E
4. ability to work with people at all levels	E
5. Able to work under pressure and meet strict deadlines	E
6. Enthusiasm for new opportunities presented by digital engagement platforms, social media and content creation	E

Personal Qualities	
1. Desire to work within a democratic student led environment	E
2. Understanding of commitment to equality of opportunity.	E
3. Reliable and trustworthy	E
4. Team focused	E
5. An excellent communication with the ability to forge strong working relationships.	E
6. Self-motivated and enthusiastic	E
7. Fun and approachable.	E



Best of luck with your application!



@UWSStudents

**The Students Union
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