



Campus Connector: Marketing Assistant

Reference: EHA****-****
Salary: Hourly Rate £12.53
Contract Type: 0 Hours
Hours: Part Time (min of 4hrs a week during term time)
Location: Ormskirk

Accountable to: Student Life Manager

Reporting to: Student Life Officers

About the Department

Campus Connectors are a vital element of the Student Life team who are part of the Student Services department. Student Services play a crucial role in ensuring that students have an enriching and fulfilling experience during their course of study. The remit of the department is to support students with many of the aspects of student life that impact on their studies and student experience. This includes provision of wellbeing and counselling; inclusion and disability support; financial support and money advice; student induction, activities and opportunities; student support and continuation of studies; multi faith and community; and support for disadvantaged groups such as care experienced students. The department supports all students including undergraduate and postgraduate, full and part time, apprentices and trainees, and home and international with a particular focus on ensuring all students receive a multi-cultural and internationalised experience.

About the Role

At the heart of everything that the Student Life Team and the Campus Connectors do is a passion for their mission which is to ensure that all students truly feel like they belong at Edge Hill. All Campus Connectors are line managed by the Student Life Officers and together they work collaboratively with colleagues across the university to devise, plan, and deliver an inclusive, vibrant and engaging calendar of activity for all student communities.

For the Campus Connector Marketing Assistant role, we are looking for current students who have a real passion for creativity and the ability to create engaging content which will increase awareness and engagement in the Student Life programme. In this role you will work closely with the Student Life Officers by scheduling social media posts and creating physical and digital content for Instagram, Facebook the Student Life Portal and various Student Life events.

Your work will be informed by the University's tone of voice, brand, visual identity, and style guidelines. There will be an expectation for you to also be in photo and video content across our social media channels and at our events to develop our visibility to students across campus. You should also have an awareness of current trends and be able to bring your unique ideas and perspective as a current Edge Hill student.

This opportunity will also involve engaging and connecting with students via our online platforms. You should understand the importance of creating an exceptional experience for students and thrive in an environment where you learn lots of new skills and can bring your true personality to work every day. You will also be expected to support ad-hoc marketing tasks required for the successful delivery of the events programme.



Duties and Responsibilities

1. Work collaboratively with other Campus Connectors, the Student Life Team and other staff teams to support the development and promotion of an events programme which has creating a sense of belonging for all Edge Hill Students at its core
2. To design and develop a range of engaging and student-focused promotional materials for printed assets, social media posts and website content to help promote our programme, spread key messages and improve our student experience
3. Schedule social media content, monitor interactions and respond appropriately to messages across our platforms. Effectively reporting anything of concern directly to the Student Life Officer's
4. Form a strong understanding of how the Student Life Portal works and keep up to date with upcoming events on there to effectively promote them
5. Develop a strong understanding of the range of support services available at Edge Hill and effectively signpost students, recognising when further support is required
6. Effectively communicate with other Campus Connectors, staff and our diverse student body both in person and online.
7. Act as an ambassador for Edge Hill, representing the University at events such as Open Days and Offer Holder Days. This includes featuring in content
8. Attend and contribute to 121's with your Line Manager and Campus Connector Team Meetings. This should include providing marketing feedback, sharing your ideas and helping to troubleshoot challenges
9. Uphold professional standards and accurately monitor and evaluate activity in line with departmental procedures and practices

In addition to the above all Edge Hill University staff are required to:

- a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety
- b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons
- c) Undertake appropriate learning and development activities as required
- d) Participate in Edge Hill's Performance Review and Development Scheme
- e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner
- f) Demonstrate excellent Customer Care in dealing with all customers

Eligibility

Candidates should note that they will be assessed based on their ability demonstrate that they meet the criteria outlined in the Person Specification below



Please note that applications will be assessed against the Person Specification using the following criteria, therefore, applicants should provide evidence of their ability to meet all criteria.

Methods of Assessment include Expression of Interest (EOI), Recruitment Day (RD) and Interview (I)

Application Criteria:		Essential	Desirable	Method of assessment (EOI/RD/I)
Qualifications				
1.	Current student at Edge Hill University	*		EOI/ RD
Experience and Knowledge				
2.	Experience of creating engaging content across a range of social media platforms	*		RD/ I
3.	Knowledge and understanding of current online trends and their ability to be utilised to engage a target audience	*		RD/ I
4.	Experience of using a wide range of Microsoft programmes including Teams, Outlook, Excel and Canva	*		RD/ I
5.	Knowledge of Student Life and the other services available within Student Services		*	RD
Abilities and Skills				
6.	Skills in graphic design/video editing. Comfortable using a range of applications to create content.		*	RD/ I
7.	Excellent communication skills	*		RD/ I
8.	Ability to work on own initiative and as part of a team	*		RD/ I
9.	Good time management and organisational skills	*		RD
10.	Ability to work under pressure and problem solve	*		RD/ I
11.	Ability to uphold professional standards	*		RD/ I
12.	Understanding of the importance around maintaining confidentiality; data protection legislation; and how both can be implemented in practice	*		RD

Personal Qualities

11.	A naturally positive, solution focused attitude to resolving 'everyday' variable challenges in a customer focused Environment	*		RD/ I
12.	Willingness to operate flexibly to meet business needs	*		RD

How to Apply

Simply book your place on the **Campus Connector and Student Helper Recruitment Day** via the Student Life Portal and attend the Recruitment Day on May 20th. There is no written application for this vacancy and bookings for the Recruitment Day close at 9am on May 6th.

Upon booking you will receive confirmation of your place on the Recruitment Day. We will contact you by email following the Recruitment Day to let you know whether or not you have been shortlisted to participate in the interview stage. We try our best to inform all applicants within two working weeks of the outcome.

Campus Connector and Student Helper Recruitment Day > Shortlisting > Interview > Outcome

Please note that you need to be available for the following if you are interested in this role:

- Campus Connector and Student Helper Recruitment Day: Tuesday 20 May 2025 from 9am-4pm
- Interviews: Tuesday 10 June 2025 or Wednesday 11 June 2025
- CC Training: Thursday 26 June and Friday 27 June 2025
- Welcome Weekend: Saturday 27 September and Sunday 28 September 2025

For informal enquiries about this vacancy you may wish to contact the Student Life Team at: studentlife@edgehill.ac.uk

At Edge Hill University we value the benefits a rich and diverse workforce brings to our community and therefore welcome applications from all sections of society.