

**STUDENT ASSISTANT
JOB DESCRIPTION**
Marketing and Customer Communications



Department:	Marketing and Customer Communications, Directorate of Marketing and Recruitment
Grade:	Hourly rate outlined in contract
Employment Category:	Casual
Purpose of Post:	To assist the Marketing and Customer Communications Team with the 2009/10 undergraduate marketing campaign through a range of different mediums.
Responsible to:	Marketing Manager Marketing Officers (x3)

Responsible for:

- Representing your School in a range of promotional media
- Acting as an ambassador for Northumbria University when communicating with prospective students
- Providing regular input and content to the marketing campaign
- Liaising with the Marketing and Customer Communications team on a weekly basis keeping them up to date on communications

Main duties:

- Updating social networking profiles on a weekly basis for a maximum/minimum of 3 hours per week*
- Taking part in photo shoots for promotional material as and when required
- Taking part in videos for promotional material as and when required
- Providing input and ideas to marketing campaign to ensure a successful execution
- Attending recruitment events as a representative of your School
- Inform the Marketing and Customer Communications Team of any developments within your School applicable to the campaign aims
- Provide support to the Marketing and Customer Communications Team's campaign activity as and when required
- Provide support information to allow effective analysis and reporting of the campaign on a weekly basis

Working relationships:

- Works closely with all members of the Marketing and Customer Communications Team
- Liaise with prospective students
- Liaise with current students
- Liaise with Marketing and Recruitment internal clients

Location:

- Northumbria's City and Coach Lane Campuses
- Locations around the North East

*** Payment**

- Your rate of pay for updating your Social Networking Profiles is £7.84 per hour plus an allowance of 7% in lieu of your entitlement to annual leave under the Working Time Regulations, which is pro rata to a full year's entitlement; this makes £8.83 per hour.
- You will be paid on a monthly basis on submission of an invoice to payroll claim form, which you must complete and submit to Marketing & Customer Communications by the 5th of each month. This form will then be submitted to the Student Job Shop
- During the holiday periods stated in the below section, you will not receive payment.
- Your other main duties of being a Student Assistant will be paid/rewarded on a separate arrangement.

Working Hours

A minimum of 3 hours per week over a 48 week period starting 1st March 2009 and running through to 28th February 2010. A period of 4 non-working weeks must be taken but times can be arranged to suit individual study/holiday needs.

Conditions and Guidelines

Please ensure that you read the following documents which can be located on the Student Job Shop website at www.northumbria.ac.uk/studentjobshop

- Terms and conditions of appointment for Casual Staff
- Confidentiality Information agreement
- IT Regulations and Guidelines
- Absence from Work and Sickness Allowances
- Health and Safety Policy and Procedures
- National Insurance and Tax
- CRB check

In addition you will need to complete a Data Protection Release Form that will allow the University to use your image and words in the promotion of the University. Guidelines supplied in relation Social Networking Guidelines activity must be adhered to.

Contract of Employment Agreement

Your signature on your first invoice to payroll form will be taken as verification that you have read, understood and agreed to the above conditions.