



JOB DESCRIPTION AND PERSON SPECIFICATION: COMMUNICATIONS AND ENGAGEMENT LEAD (GMSP)

Job description

Role:	Communications and Engagement Lead (GMSP)
Grade:	Band A - £26,978 to £29,663
Full/Part time:	Full time
Contract term:	Permanent
Responsible to:	GMSP Manager
Hours:	Standard hours are 37 hrs per week
Location:	Hybrid: When on site (minimum 3 days a week). Usually located within The Union, MMU with meetings across GMSP students' unions in the Greater Manchester Region.
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK
Benefits:	We offer staff many benefits, including: <ul style="list-style-type: none">+ 26 days annual leave plus at least six discretionary days (four at Christmas and two at Easter) and bank holidays+ Employer pension contribution matched up to 6%+ We support a hybrid working in line with business needs+ Supportive, needs-based compassionate and other leave+ Supportive maternity, parental, adoption and partner's leave+ Cover the cost of your eye test and £100 towards new glasses+ An employee assistance programme to support your wellbeing+ Plenty of opportunities for learning and development+ Access to student discounts online and in the city

Purpose of the role

This is a hands-on, fast-moving role for someone who's excited by making real impact. As Communications and Engagement Lead, you'll help shape how the Greater Manchester Students' Partnership (GMSP) tells its story, connects with students and drives change across the city region.

GMSP brings together students' unions from across Greater Manchester to collaborate, campaign and influence on behalf of students. You'll lead on bold, engaging communications that amplify student voice, support powerful campaigns and build a strong regional identity for GMSP. Working closely with the GMSP Manager, Board, elected student officers and a wide range of partners – from students' unions to civic and sector stakeholders – you'll influence priorities, spark collaboration and keep momentum moving.

You'll take ownership of creative, digital-first content in a collaborative environment where no two days are the same. With the partnership entering its next stage of growth, this role offers real opportunity to learn, develop and grow while helping to make Greater Manchester a better place for students.

Principal duties

Digital communications & content

- + Own and develop GMSP's digital presence, including social media, website content, newsletters and campaign materials.
- + Plan and create engaging, social-first content (written, visual and video) that connects with students and supports regional campaigns.
- + Work closely with elected student officers and communications colleagues across partner students' unions to shape ideas, messaging and tone.
- + Ensure all communications are consistent with GMSP's brand, values and priorities.

Engagement & relationships

- + Build effective working relationships with students' unions, elected officers and partners across Greater Manchester.
- + Coordinate engagement activity such as events, meetings, workshops and consultations to support collaboration and student voice.
- + Support and brief officers and representatives ahead of meetings with internal and external stakeholders.

Campaigns & projects

- + Support the delivery of GMSP's annual priorities by helping to coordinate projects, track progress and keep activity moving.
- + Use insight and data (such as social media analytics and feedback) to inform content and engagement decisions.
- + Help facilitate collaboration between partners and ensure clear, timely communication across the partnership.

Governance, coordination & organisation

- + Support the coordination of GMSP governance and decision-making, including preparing agendas, minutes and papers for the Board and sub-groups.
- + Help organise partnership meetings and events, maintaining accurate records and follow-up actions.
- + Manage your workload effectively, balancing creative, engagement and organisational tasks in a fast-paced environment.

The duties described above are not an exhaustive list but are intended as being illustrative of the level and type of work required. The Job Description may be subject to amendment from time to time after discussion with the post holder. This job description does not constitute part of the contract of employment.

Person specification

Criteria	Essential or desirable
Qualifications	
We accept candidates from any educational background	Essential
A professional qualification in a related area	Desirable
Experience	
Previous experience (paid, voluntary or through study) of communications, marketing, campaigns or engagement-focused work.	Essential
Experience of creating original, engaging content for digital or social media platforms.	Essential
Experience contributing to communications or campaigning activity, including using analytics or insight to understand what works.	Desirable
Knowledge and skills	
Excellent working knowledge relevant to the role	Essential
Strong written communication skills, with the ability to adapt tone and style for different audiences.	Essential
Creative content-creation skills, with confidence capturing and editing content for digital platforms.	Essential

Ability to work effectively with a wide range of people, including students, colleagues and external partners.	Essential
Good organisation and time-management skills, with the ability to juggle multiple tasks and meet deadlines.	Essential
Confidence working independently, taking initiative and seeing tasks through to completion.	Essential
Experience using creative tools (e.g. Adobe Creative Suite or similar).	Desirable
An interest in how local, regional or national politics and civic systems impact students and communities.	Desirable
Personal attributes	
Self-motivated, proactive and enthusiastic about making a positive impact for students.	Essential
A collaborative team-player who enjoys working across organisations and building relationships.	Essential
Willing to learn, try new approaches and develop skills with support and feedback.	Essential
Accountable and reflective — able to take ownership of work, learn from mistakes and improve.	Essential
Values and ethics	
Understanding of and commitment to the principles of equity, inclusion and diversity, and The Union's values .	Essential