



CUSU
Cambridge
University
Students' Union

**Events & Commercial Coordinator
Job Pack**

Summer 2019



Introduction from our President

Dear Candidate,

I am delighted that you are interested in joining the CUSU Team at this exciting time. As I start my term as President, I am so excited to be welcoming new members to our growing staff team.

Student-led and student-focused, our goal is to create the best possible environment for students wanting to study and achieve here. We campaign on the issues students care about, stand up for students' rights, and ensure that Cambridge is an environment where all students are given the opportunity to flourish.

The two roles we are recruiting for are a new addition to our staffing team, an addition that will further help us achieve our goals as a union and increase our impact and engagement with our membership. From representation at an academic level, to the core events that students interact with and provide crucial funding for us as an organisation, both new members are going to be essential to our work as we begin another ambitious year.

If you are interested in working in a driven, change-making, student-led organisation, then we would love to hear from you.

Best wishes,

Edward Parker Humphreys

Union President 2019/20

Cambridge University Students' Union



2018+, the CUSU Strategy

CUSU's vision is of a student-led union **recognised** by its **Members**, the **University** and **other unions** as **change-making** locally and nationally, and **vital** to the Cambridge student experience.

CUSU's mission is to cultivate a university community where **Cambridge students can motivate progressive changes** to their student experience, and **to level the opportunities** available to all wanting to study and achieve here.

Our Values

- **Clear and assertive;** in making our cases for change and greater respect in the institution
- **Spirited;** in advancing change on behalf of Members, and confident in the unique value we add to the University's aims
- **Account for ourselves, openly;** to develop and maintain trust in how we work, how we spend resources and the agendas we are taking forward
- **Outward and inclusive;** to/of our Members

Cambridge is many ways a world-class institution, yet the Union feels representation and student voice aren't properly supported, and that experience problems (e.g. pressure, stress, expectation, short terms, learning styles; cost of living) and structural problems (e.g. attainment gap, retention of traditions and privileges, physical access and diversity) aren't addressed progressively.

To realise our aims, our strategic objectives are to:

1

Challenge barriers to opportunity; CUSU will advance parity in student experiences within the institution and seek to redress key issues that undermine all students' opportunity to perform as well as they can.

2

Make the case for better resourced central students' unions and a respectable student space.

3

Take the initiative on resolving funding concerns and removing the funding 'distraction'.

About the Union

Cambridge University Students' Union (CUSU) is the representative body for all ~23,000 students at the University of Cambridge and its constituent Colleges; it is a registered charity within the University community that exists to represent, campaign for, and support students at the University.

Its charitable purposes are two-fold: i) to advance the educational, social and cultural experience of its members, alongside supporting the welfare of its members; and, ii) to promote equality of opportunity within students' experiences at Cambridge and widening access to Cambridge for applicants from non-traditional backgrounds and our representational work in the University. CUSU is a registered charity.

The Union achieves these purposes by promoting members' interests within the institution and promoting agendas that aim to affect policy relating to the student experience; by providing services to students; and by supporting activities - e.g. projects, events and groups/forums - that engage students in the various strands of work of the union.

Each year students elect from the membership six members who take up employment in the union as "Sabbatical Officers"; these officers are the most prominent officers within the union and they lead the representative work of the union on behalf of members. Their roles exist to lead and direct priorities for each academic year for which they are elected to serve.

The sabbatical team is supported by a range of staff roles in the students' union and their activities are overseen by the CEO on behalf of the charity's trustee board. Staff also coordinate projects, services and student activities; as well as operations, facilities and fundraising all of which contributes to the long-term development of the union and its role in the University community.

CUSU runs a variety of campaigns that reflect the priorities of the elected officers or of CUSU Council, which can range from trying to resolve student issues within a course or department, through to trying to raise awareness of an issue affecting students or even addressing a structural barrier to equality of opportunity perceived by the members. The Students' Union provides a variety of services, from individual support for students who are experiencing problems through to providing free sexual health supplies and cut-price photocopying for Cambridge students.



**CUSU
Conference**

Governance

CUSU has two parallel governance structures: that of its charity, headed by the Board of Trustees; and that of its members, headed by a Council of representatives. In these two regards the Union is ultimately responsible to the Charity Commission (as a charity) and the University of Cambridge (as a students' union), for which the Union reports formally to both.

The Board of Trustees consists of ten members: five Sabbatical Officers who are ex officio trustees; three non-student trustees with no direct links to the charity; and two student trustees who are appointed from the membership.

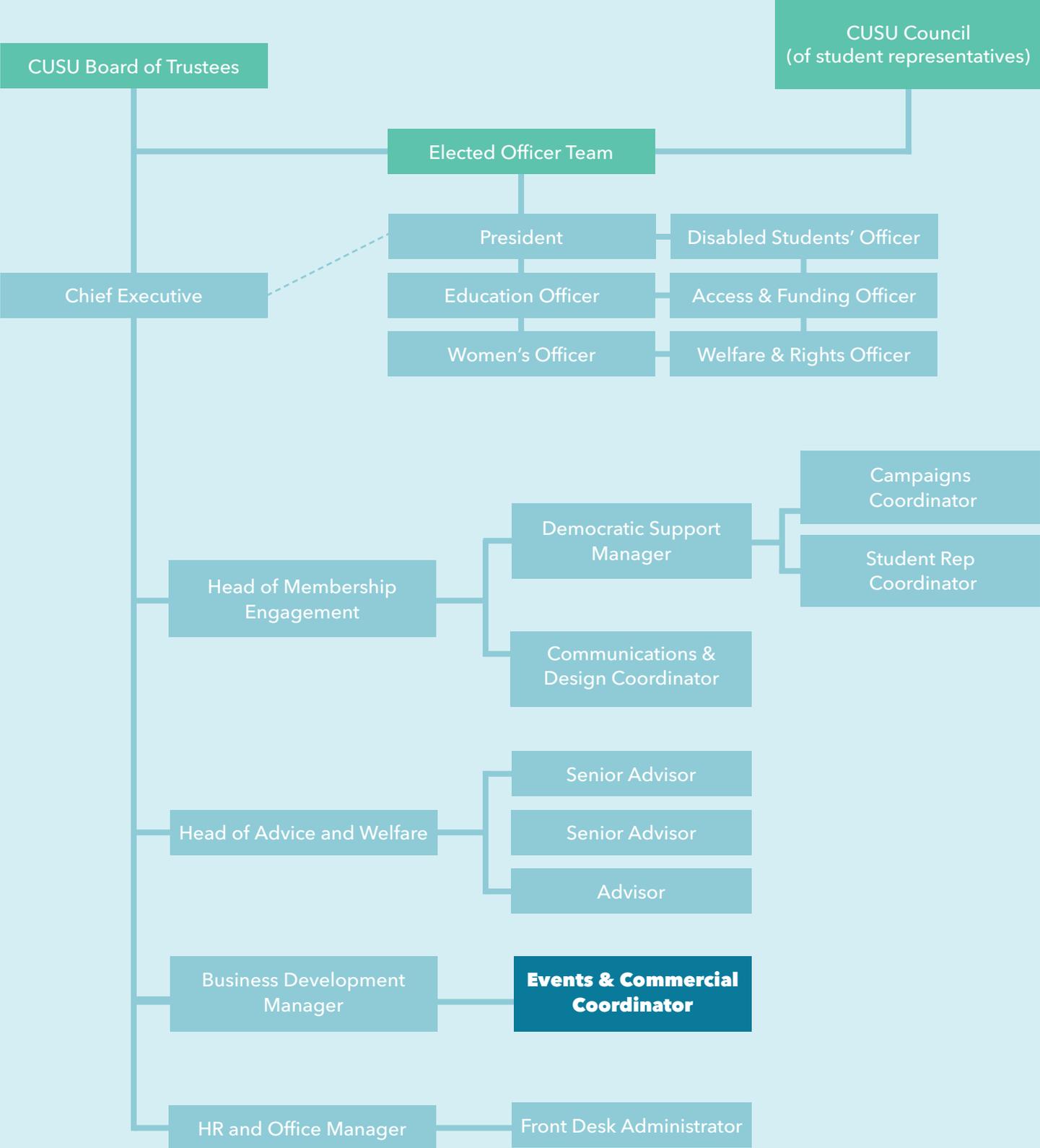
CUSU's council of representatives ("CUSU Council") is made up of elected representatives from across the collegiate university; each councilor represents a constituency, such as one of the 31 College undergraduate or postgraduate populations; a Faculty; or a group of students identified by one of CUSU's five liberation groups.

Whilst CUSU is the only central students' union at Cambridge, representing students at every college and every level of study, there are additional representative bodies within the community: a Graduate Union exists to also represent graduate members of the institution; and each college may have a student association for undergraduate and/or graduate members, of which 48 have formal, political affiliation to CUSU.

Student Led Teaching Awards



CUSU Organisational Chart



About Cambridge

The University of Cambridge is one of the world's oldest and celebrated universities. It is widely acknowledged as a global leader in the Higher Education sphere, and consistently ranks highly among the best universities in the world for teaching, research and student outcomes.

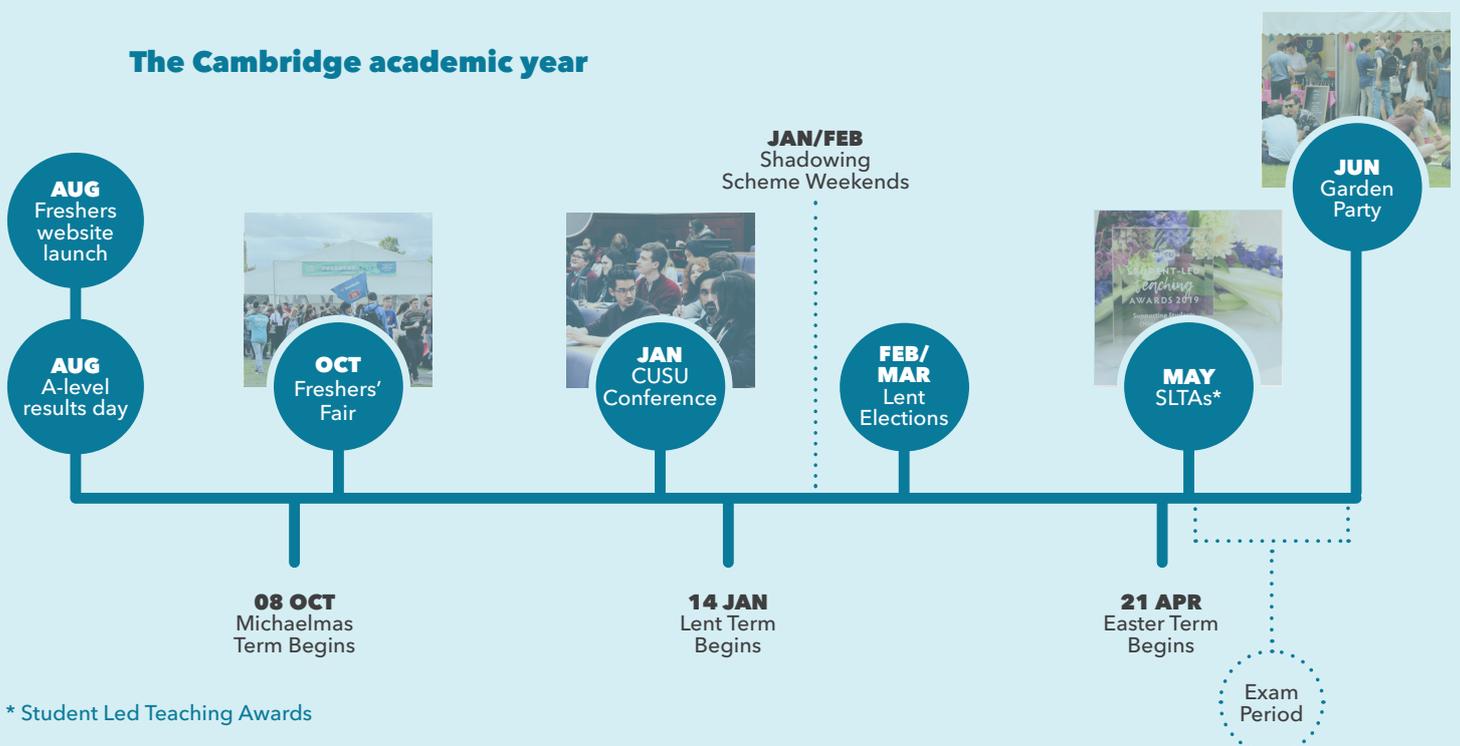
It is a collegiate institution: there are 31 independent Colleges, each of whom share with the central University the responsibility of each students' educational experience. The mix of College and University as key agents in a student's experience is part of what makes the university model so successful.

There is a widespread culture of autonomy within the institution, which facilitates layered, consensus-driven collective governance alongside competition and complexity. This culture presents challenge to students: the study experience is pressure-laden and intense; and bureaucratic and considered pace of the institution, can present barriers to student-led change.

Whilst the Union feels student representatives could be better supported, our representatives are mostly considered equals and their views taken seriously in University governance. The Union has incredible access to decision-making across the Collegiate community, representing members interests on most major committees. The University has adopted many agendas promoted by the Union in recent years, from changing assessment methods to increase flexibility for students, to committing to address sensitive cultural challenges at the institution such as sexual harassment and unconscious bias.

Key challenges for the University centre on Widening Participation efforts to increase participation from students from less traditional backgrounds, and in navigating the current funding challenges facing the Higher Education sector. For students, many wish to see a more progressive approach applied to the student experience by modernising the best of what Cambridge already offers.

The Cambridge academic year



* Student Led Teaching Awards

Who are Cambridge students?

46

average hours spent per week on studies



22,548
STUDENTS

TYPE OF STUDY

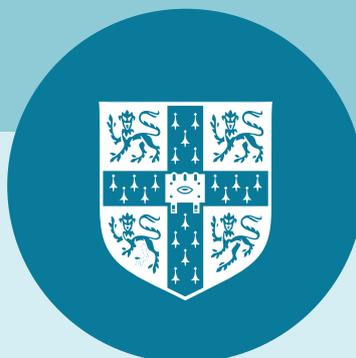


12,385
UNDER GRAD



30%

of students volunteer



9,313



10,164
POST GRAD

CLUBS & SOCIETIES

88%

of students engage in society activity



INTERNATIONAL STUDENTS
140+ COUNTRIES REPRESENTED

Application Information

Key Dates

Application deadline: Thursday 25th July at 23:59pm

Interview deadline: Thursday 1st August

Applicants should notify us in advance if they foresee any dates being problematic.

Apply!

To apply, please submit a CV and supporting statement (the supporting statement should be a maximum of two sides of A4) that clearly outlines your suitability for the role by addressing the criteria focused on experience within the person specification, giving examples.

Applications should be submitted electronically to **vacancies@cusu.cam.ac.uk**.

Upon receiving your application we will request you complete an equalities monitoring form.

If you would like an informal conversation around the role, please email vacancies@cusu.cam.ac.uk with your contact details and a selection of times you may be available. Christina, the Business Development Manager or Rich, the Chief executive, will be happy to contact you to discuss the role.

An inclusive process

Cambridge University Students' Union (CUSU) is committed to creating an organisation in which all members and employees are respected, discrimination is not tolerated and diversity is encouraged. All members and employees will be treated fairly and with respect. Selection for employment, promotion, training or any other benefit will be on the basis of aptitude and ability.

We welcome candidates from diverse backgrounds. We particularly welcome applications from those from Black, Asian and ethnic minority backgrounds, as they are under-represented within Cambridge University Students' Union at this level.

We are happy to discuss any reasonable adjustments individuals may require in the recruitment process, on commencement, or once in post. We will do our utmost to provide formats more accessible to prospective applicants, please email us.

Person Specification

The following criteria are required to successfully fulfil the position of Events and Commercial Coordinator:

NB. E = Essential to the role. D = Desirable for the role.

Education Qualifications & training	Essential	Desireable
Educated to Degree standard or equivalent		x
Proven literacy and numeracy skills	x	
Events/Project Management qualification		x

Knowledge	Essential	Desirable
Good working knowledge of the MS Office suite of software	x	
Knowledge or understanding of events management processes	x	
An understanding of current health and safety regulations	x	
Knowledge or understanding of Student Union environment and structure		x

Experience	Essential	Desirable
Experience of delivering events on time and to strict budgets	x	
Experience of delivering both profit making events and break even events	x	

Previous involvement within a democratic/ membership organisation		x
Experience of supporting students to deliver events		x
Experience of preparing reports and presentations		x
Experience in a sales based environment	x	

Skills and abilities	Essential	Desirable
Strong numeracy, verbal and written communication and organisational skills with the ability to respond to queries in a timely and professional manner.	x	
Ability to think strategically, but with ability to pay attention to detail and deliver	x	
Ability to manage work time effectively and to prioritise appropriately, managing multiple project briefs	x	
Able to learn new skills and software packages quickly.		x

Additional attributes required	Essential	Desirable
The post holder must exercise a high degree of discretion when dealing with sensitive matters.	x	
A flexible and adaptable approach to work	x	
Available to work evenings and weekends when required.	x	
Motivation - ability to work on own as well as in a team	x	
A pro-active approach to improving the service provided - "can do" attitude.	x	

Freshers' Fair



Job Description

Job title	Events and Commercial Coordinator
Primary location	Cambridge
Contract	Permanent

Note to candidates: this JD may change before or upon appointment.

Responsible to: Business Development Manager

Place of work: Students' Union offices (Students' Unions' Building, CB2 1RX)

The roleholder is required to work longer days during the CUSU Freshers Fair, which will require attendance off-site at a busy fayre organised by the union.

Functional Relationships: CUSU Staff and Student Officers, and with businesses, clients, partners and prospective relationships.

Hours of work: Full time; 7 hours per day, Mon-to-Fri (35 hours per week).

Job Purpose

The Events Coordinator role is an exciting new position managing our core event schedule. With impeccable organisation and event management skills, you will be responsible for the planning and delivery of events ranging from training conferences to our annual freshers' fair attended by 18,000 students.

The Events Coordinator role will work directly with our Business Development Manager to maximise our fundraising opportunities and open new avenues for commercial growth. In your daily routine, you'll be liaising with a variety of stakeholders including student groups, suppliers, staff and charity trustees to bring a balanced but dynamic event portfolio to life each year.

The role's purpose is to support the Business Development Manager in the general sales and business activities of the students' union as well as manage, develop and deliver all CUSU events including;

- o Freshers' Fair
- o Postgrad/Refreshers' Fair
- o CUSU Conference
- o SLTAs
- o Major liberation campaign events such as LGBT+ Rainbow Ball

Alongside the job description, role-holders will be expected to deliver upon objectives defined in the organisation's strategic plan and associated work plans, as directed and supported by the role's manager.

Overview of duties

- Support the Business Development Manager in delivering all sales and business activities of the students' union
- Coordinate and deliver all of CUSU's annual and fundraising events
- Work with liberation campaigns to develop fundraising events as required
- Develop and implement an events management process for all student events to follow
- Lead on the health and safety of all events
- Produce risk a risk register and be the primary lead on all risk management of events including financial and reputational risks.
- Assist the Business Development Manager in responding to business enquiries and manage relationships with customers and key stakeholders
- Administering of the sales process from quotation through to invoice and realisation of advert or marketing product
- Assist the Business Development Manager in maintaining accurate and up to date sales pipeline, database and records, in particular by using Salesforce Client Relationship Management software
- Sell products and process bookings, including the enacting of Salesforce campaigns as directed
- Schedule bookings and organise logistics relating to bookings
- Support the Business Development Manager in processing paperwork and bookings forms
- Produce reports as required
- Portray CUSU in positive, proactive and professional manner
- Liaise with staff and sabbatical officers to fundraise and support campaigns, events and initiatives

General Duties: Duties that are included in all staff job descriptions

- To develop and deliver targets outlined in the Union's strategic plan.
- To contribute and assist in the Union's planning processes and the review of its performances and systems.
- To attend meetings, training events and conferences where necessary.
- To liaise as required with University and College personnel and appropriate external organisations.
- To portray the Students' Union in a positive, proactive and professional manner.
- To be involved with Union wide events such as Elections and Freshers' Fair.
- To undertake your own typing, filing, photocopying etc.
- To provide cover, where appropriate, for other staff during holidays, sickness etc.



**CUSU
Garden
Party**

We look forward to hearing from you!



Cambridge University
Students' Union (CUSU)



@CUSUonline



@CUSUonline