



CHESTER  
STUDENTS'  
UNION



# RECRUITMENT ——— **PACK** —————

**Media & Partnerships Lead**

22.5 hours per week

**Deadline: Friday 25<sup>th</sup> October 2026**



[www.chestersu.com](http://www.chestersu.com)



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[workforus@chester.ac.uk](mailto:workforus@chester.ac.uk)



At CSU, we represent over 15,000 students across Chester, Warrington, and Birkenhead. Everything we do is built around four key pillars: Advice, Opportunities, Voice, and Democracy. Whether we're offering academic support, giving students the chance to lead and grow, or making sure their voices shape the future of the University - we're all about helping our students to thrive.

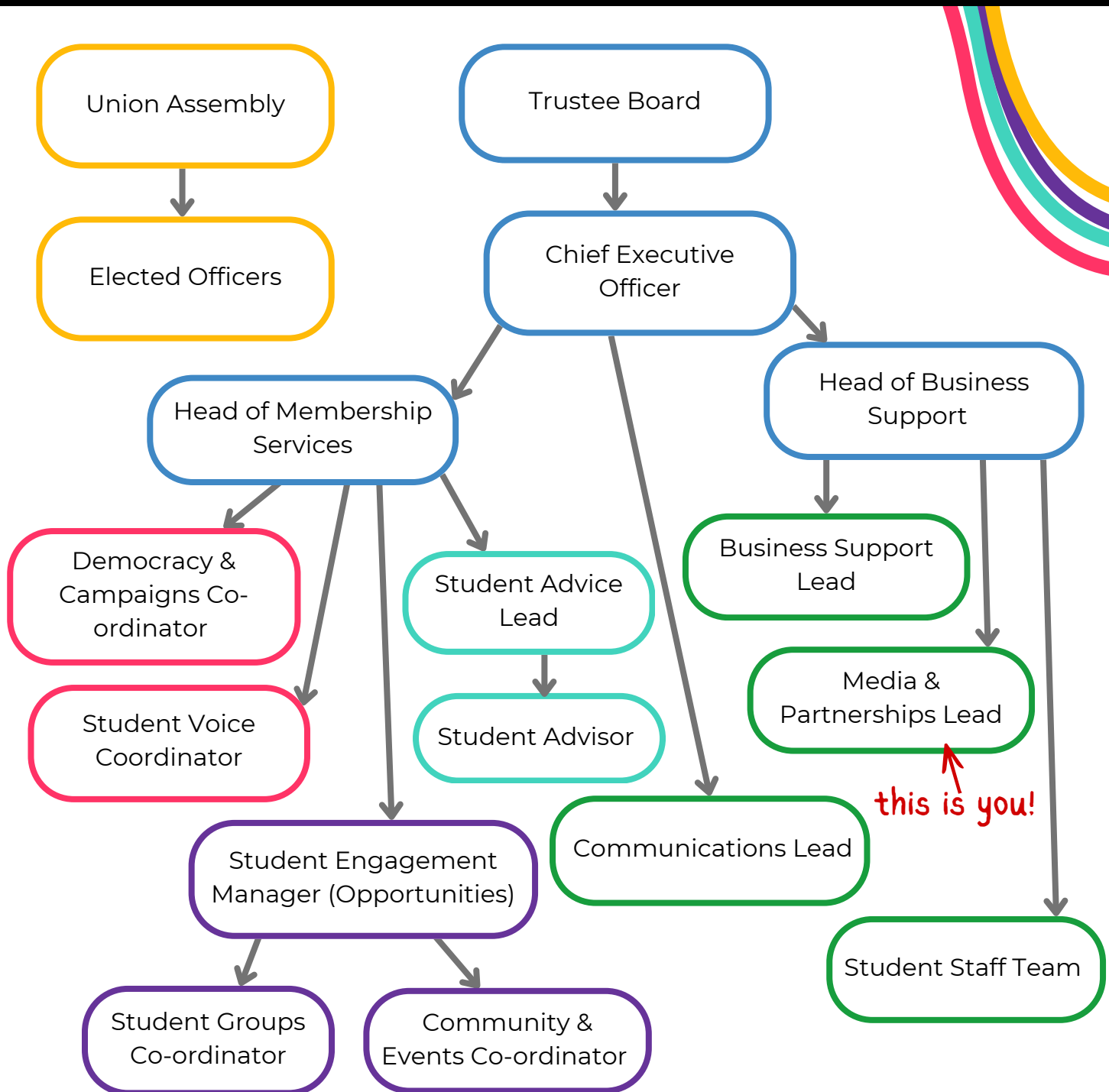
Our new **five-year strategy** (2025-2030) has been crafted with one clear belief: that every student deserves a university experience that is rewarding, empowering, and equitable.

We're proud to be a Union that's **proactive, collaborative, and inclusive**, and we've got the results to back it up. Over the past few years, we've seen massive growth across all of our service areas, and the numbers speak for themselves:

- 82 student-led societies (up by 46%)
- 313 students in leadership roles (up by 75%)
- 217 opened Advice cases (up by 105%)
- 74% of CSU event attendees said they made a new friend

Discover more about our impact in our 2025/26 **Impact Report**.





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| <b>Job Title:</b>            | Media & Partnerships Lead                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Pay Scale:</b>            | £28,778 to £31,236 (pro rata)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Hours:</b>                | 22.5 hours per week (we are flexible to how these hours are allocated through the working week)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Fixed Term:</b>           | Initial three-year fixed term, with a view to becoming permanent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Responsible to:</b>       | Head of Business Support                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Place of Work:</b>        | Exton Park Campus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Purpose:</b>              | To drive commercial revenue by connecting local and national brands with our student community. You will be responsible for the full sales lifecycle: from pursuing new leads and pitching creative media packages to ensuring every campaign is delivered completely and on time.                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Key Responsibilities:</b> | <p><b>1. Revenue Generation &amp; Outbound Sales</b></p> <ul style="list-style-type: none"> <li>• <b>Proactive Prospecting:</b> Actively identify and reach out to local businesses, national brands, and media agencies to sell advertising opportunities.</li> <li>• <b>Consultative Selling:</b> Sell a diverse portfolio including Freshers' Fair stalls, email/social media packages, merchandise and physical on-site activations.</li> <li>• <b>Inbound Management:</b> Respond rapidly to incoming enquiries, converting interest into confirmed bookings.</li> <li>• <b>Product Development:</b> Identify gaps in the market to develop new, innovative media opportunities for clients.</li> </ul> |



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| <p><b>Key Responsibilities:</b></p> | <p><b>2. Account Management &amp; Delivery</b></p> <ul style="list-style-type: none"> <li>• <b>End-to-End Care:</b> Act as the main point of contact for clients, ensuring they feel supported from the initial pitch to the post-campaign report.</li> <li>• <b>Campaign Execution:</b> Coordinate with internal teams to ensure digital ads go live on time and physical events (Eg clothing fairs) run smoothly and safely</li> <li>• <b>Evidence &amp; Reporting:</b> Gather evidence (screenshots, photos, engagement metrics) to provide clients with professional post-campaign evaluations.</li> </ul> <p><b>3. Administration &amp; Systems</b></p> <ul style="list-style-type: none"> <li>• <b>Process Improvement:</b> Develop and maintain CRM systems keeping meticulous records of leads, interactions, bookings and sales pipelines.</li> <li>• <b>Financial Admin:</b> Ensure all clients are invoiced promptly by working closely with the finance team, assisting with credit control where necessary.</li> </ul> |
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## General

- Represent and be an ambassador for CSU.
- Be flexible and carry out other associated duties as may arise, develop, or be assigned in line with the broad remit of the position.
- Maintain and improve competencies through continuous professional development.
- Abide by organisational policies, codes of conduct and practices.
- Support and promote liberation, diversity and equality of opportunity in the workplace.
- Treat with confidentiality any personal, private, or sensitive information about individuals, organisations and or clients or staff and project data.
- Actively seek better ways to assist CSU in its effort to become a more sustainable workplace.
- Any other duties commensurate with the accountabilities of the post.



## STAFF BENEFITS

### HOLIDAYS:

- 25 days per annum, additional 1 day per year of service up to 30 days max (pro-rata)
- 8 bank holidays (pro-rata)
- 1 personal day to be used at your discretion each year
- Additional Closure Days over the Christmas period (at the discretion of the Students' Union)

### PENSION:

- Employee contribution: 5%
- Employer contribution: 3%

### MISC BENEFITS:

- Staff discounts and perks through BrightHR
- Access to Employee Assistance Programme
- Eye test and contribution to lenses
- Flexible working
- Staff Wellbeing Allowance
- Learning, training and development opportunities



| <b>Educational and professional qualifications</b>                                                                                    | <b>Essential</b> | <b>Desirable</b> |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|
| Degree or equivalent level qualification.                                                                                             |                  |                  |
| <b>Experience</b>                                                                                                                     |                  |                  |
| Experience of working in a similar commercial/sales role with income generation targets                                               |                  |                  |
| Experience of working in a Students' Union                                                                                            |                  |                  |
| <b>Skills</b>                                                                                                                         |                  |                  |
| Interpersonal and communication skills - You can talk to a local shop owner one hour and a national media buyer the next.             |                  |                  |
| Organisation skills - You can juggle a high volume of small bookings alongside major annual sponsorships without dropping the ball.   |                  |                  |
| IT literacy - Comfortable with social media metrics, diverse systems for campaign delivery, and using Excel for CRM.                  |                  |                  |
| Engaging & driven – You aren't afraid to pick up the phone or knock on doors. You are motivated by hitting targets and seeing growth. |                  |                  |
| <b>Knowledge</b>                                                                                                                      |                  |                  |
| Knowledge of students union sector media market                                                                                       |                  |                  |



| Values and Behaviours                                                                                                                                | Essential | Desirable |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| Proactive - You take initiative, seek out opportunities for improvement, and act with purpose to make things better for our students and colleagues. |           |           |
| Collaborative – You work together, value each other’s input, and build strong relationships to achieve shared goals.                                 |           |           |
| Inclusive – You create welcoming spaces where everyone feels valued, respected, and able to thrive.                                                  |           |           |
| Job-related requirements                                                                                                                             |           |           |
| Able to work some evenings and weekends and stay overnight where necessary.                                                                          |           |           |





## NEXT STEPS

- ✓ For an informal discussion about this role and any questions please contact: Ben Hockley, Head of Business Support, [b.hockley@chester.ac.uk](mailto:b.hockley@chester.ac.uk) to organise a call.
- ✓ Complete the application form
- ✓ Send your complete CV and application form to **[workforus@chester.ac.uk](mailto:workforus@chester.ac.uk)** by the 25<sup>th</sup> October 2026.

Applications without these components will not be considered

- ✓ Complete the equality and diversity form by scanning the QR code below

We expect interviews to take place on **Monday 9th November 2026**.

Studies show that women, people with neuro-developmental differences and Ethnically Diverse people are less likely to apply for a job unless they meet every qualification. So, if you're excited about this role but your experience doesn't align perfectly with the job description, we'd encourage you to apply anyway.

Monitoring the diversity of our applicants and their candidate experience is really important to us. Please do fill in our anonymous form. Scan the QR code or visit: <https://forms.gle/ZfqSeLSi56s6XhQu6>

