



**Liverpool
Guild of
Students**

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Liverpool Guild of Students
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We're Hiring

**Business Development & Marketing Coordinator -
July 2026**

“

Thank you for your interest in joining us here at Liverpool Guild of Students.

As a students' union, we are committed to offering excellent opportunities, services and facilities for all 32,000 students at the University of Liverpool. We make sure that our members have the best experience, become equipped to change the world and are proud of their Guild, aiming to be one of the leading Students' Unions in the UK.

We are very proud of our achievements over the last few years and how our staff team and members came together to adapt carry on the Guilds work. We are excited to welcome new and talented people to help us meet our development goals. This is a fantastic opportunity to work in a vibrant and ever-changing environment, alongside a team of amazing people who are truly dedicated to improving the student experience. Enjoy reading more about us in this pack, and I wish you the best of luck with your application.

”

A portrait of Tricia O'Neill, a woman with grey hair tied back, wearing a striped shirt and a green lanyard. The background is a blurred outdoor scene with brick buildings and greenery.

Tricia O'Neill

Guild CEO

About us

We're Liverpool Guild of Students, the award-winning Students' Union for the University of Liverpool. Our job is to create a home for each of the 32,000 students during their time here, ensuring each student gets the most out of student life beyond their degree.

We like to think of ourselves as home for opportunities - whether that be through joining one of our 200+ societies, taking part in volunteering, coming to a pub quiz or tucking into one of our ever-famous burritos. Each student becomes a member of the Guild as soon as they join the University, and being part of our staff team means looking forward to seeing what opportunities students embark on and achieve every year.

Our strategy

What is the Guild For? (Our Mission)

We will offer excellent opportunities, services and facilities which improve, enrich and develop the lives of all students at the University of Liverpool, from application to graduation.

Where are we going? (Our Vision)

We will ensure that our members have the best experience, be equipped to change the world and be proud of their Guild. We will be one of the leading Students' Unions in the UK.

To do this, we promise to:

- Support our members
- Invest in our spaces
- Ensure all members benefit from the Guild
- Put members at the heart of decision making

To help us keep our promises and continue to deliver a great experience for our members, we invest in the following four key areas:

- People
- Equality, Diversity and Inclusion
- Communications
- Digital and IT

How we're run

We're run by students, for students, and with students.

This is at the heart of everything we do, and our democracy structure is designed to give every student the chance to have their say and shape their university experience.

We're the key link to the University, representing the voice of 32,000 students and helping to improve the quality of their education. If something needs to change, we'll help them to make it happen.

Funding

We receive most of our funding from the University of Liverpool. We get this each year in the form of a block grant. We also raise funds through trading (bars, the shop and Union Brew) and a small amount from donations and other grants. As a charity, we do not generate profits to pay to shareholders - every penny that is made is reinvested back into the organisation.

Trustee Board

Our Board of Trustees is made up of 4 full time student representative officers, 4 student trustees and 4 external trustees. The Board has overall responsibility for the management and administration of the Guild, fulfilling this by setting the overall strategic direction and directly managing the Chief Executive.

Staff Structure

We currently employ circa 75 salaried staff to provide services for our members, as well as approximately 120+ student staff. The Senior Leadership consists of three Department Directors and the Chief Executive.

Our elected leaders

Every year, students are given the chance to vote for, and stand to be one of, the four Student Officers who run our organisation. They lead the political and campaigning direction of the Guild and help ensure that our priorities are aligned to students' needs.

Our Student Officers 2026-2027 are:



Soloman Badruddin
Guild President



Will Jones



Finn Deane



Lauren Goadby



Representative & Involving:

Our members lead us and are involved in shaping their own experience at every level.

Fun & Friendly:

Everyone is welcomed here and we create a home away from home for all our members.

Sustainable:

We've been here for over 100 years. We'll be here for hundreds more by being ethically, environmentally and financially sustainable

Professional & Responsible:

We are inclusive, informative, respectful, human and inspiring.

Innovative & Agile:

We are responsive to new ideas.

Ambitious:

Everything we provide is the high quality our members deserve.



Where we work

Our building sits right in the heart of campus, at 160 Mount Pleasant. If coming to work with us would mean relocating, you can find out more about Liverpool by visiting www.visitliverpool.com but take it from us, it's an amazing city to live and work in.

Diversity and inclusion

We're committed to ensuring our workforce reflects the diversity of the world and community we're based in. We positively encourage applications from all individuals irrespective of their gender, age, home country, ethnic background, sexuality, religious beliefs or disabilities.

Benefit

If working here wasn't good enough in itself, we also offer a wide selection of benefits.

Holidays

We offer 30 days annual leave, plus bank holidays. In addition to this, we also offer six discretionary days, four days at Christmas and two days at Easter. We also provide the option to buy additional annual leave of up to ten days per annual leave year.

Discounts, Discounts, Discounts

You can join the University Perks at Work discount scheme, which offers exclusive deals and discounts at your high street favourites, restaurants, cinemas, holidays and many more. You can also purchase a Totum Card and download the Totum App for further discounts and offers, and enjoy keeping fit for less with a discounted membership at the University gym.

Events & Socials

From our annual Christmas party to free Mountford Hall gig tickets and socials organised by your Staff Representatives throughout the year, there's opportunities to mix with colleagues outside of the working day.

Learning and Development

If you're keen to further your skills, knowledge and experience, we provide a range of ways you can boost your personal development. There's money in the pot to invest in you.

Volunteering

Make the most of the opportunity to give something back with five paid days for volunteering leave.

Flexible Working

You can request to work more flexible hours to suit your lifestyle.

Car Parking

If you travel to work by car, you can make use of the various car parks in close proximity to our building which can be accessed at the swipe of your University staff card.

Employee Assistance Programme (EAP)

Access the EAP and get extra support as and when you need it. Ran in conjunction with the University of Liverpool, the EAP offers confidential counselling and information to support staff with personal or work-related issues which may be affecting your health, wellbeing or performance.

Occupational Sick Pay

Employees with over six months service are eligible for occupational sick pay, in line with our attendance procedure.

Salary Sacrifice Scheme

Trade in part of your salary for a non-cash benefit via the Childcare Voucher or Cycle to Work scheme – giving a little bit can go a long way.

Pension Scheme

You can put it away for a rainy day by entering our pension scheme.

83% of our employees would wholeheartedly recommend the Guild as a great place to work.



"I started my Guild Journey in 2015 as a Bars Supervisor, I instantly loved it and it felt like home the staff in the organisation were so friendly and even though many people have come in gone in my time the morale still stands high always. The Guild is so supportive in so many ways but in my time here I have developed from a Bars Supervisor to now running Union Brew one of the most successful coffee shops on Campus!"

Your ideas are always welcomed and your always appreciated for everything you do. We also have a lovely staff kitchen were tea and coffee and city views are provided!

Megan Byrne, Union Brew Store Manager Employed since September 2015.



Since starting my journey as a Student Staff member, the Guild has offered opportunities to develop my skills and grow professionally. I have benefited from a range of training not only role specific but also in wider transferable skills.

Always striking a great work-life balance, the Guild is a supportive and friendly environment to work in – in which no two days are the same.

But at the heart of the organisation is the dynamic staff team; ready to push your skill set, challenge your thinking or just have a chat about in the staff kitchen.

plus, the free tea and coffee helps!

Alex Jones, Marketing Manager Employed since Nov 2016.

Equality Diversity & Inclusion

Liverpool Guild Equality, Diversity and Inclusion Plan

We will ensure all of our students and staff feel they belong and find their place in our diverse and inclusive community.

Ensuring our staff and members all feel equally supported, welcomed and included and that the Guild proactively seeks to remove barriers to participation across all of its activities and areas of work and that our staff team more closely reflects our community.

Goals

Our vision for EDI Excellence will be achieved by delivering the following goals:

1. Developing our team and making sure all of our Ethnically Diverse staff feel supported.
2. Consistent good EDI practice across all areas of the Guild
3. Increasing diversity in our staff teams
4. Broadening the student offer

More details about how we plan to deliver each of these goals can be found on our website <https://www.liverpoolguild.org/about/mission-vision-values/equality-diversity-and-inclusion-excellence-plan>

Guaranteed Interview Scheme

The Guaranteed Interview Scheme for Ethnically Diverse Candidates at Liverpool Guild of Students is committed to the principles of equality of opportunity. We annually review racial diversity within our workforce and it is a key priority for us to improve racial and ethnic diversity amongst our workforce, and as such we particularly welcome applications from ethnically diverse candidates and have introduced a guaranteed interview scheme. We recognise that applicants from ethnically diverse backgrounds may have experienced additional barriers when applying for new roles.

Therefore, we are taking positive action to address an under-representation within our organisation. If you meet the minimum criteria (at least 80% of the 'essential' criteria in the person specification) and are from an ethnically diverse background, you'll be guaranteed an interview. If you are an ethnically diverse applicant and would like to be considered under our guaranteed interview scheme, you must indicate this by selecting the relevant box on the Equality and Diversity Monitoring Form. If you do not select this box, your application will be considered alongside all other applications. It is important to note that this scheme only guarantees an interview for ethnically diverse applicants who meet the minimum criteria. The selection decision at interview will be based on the most suitable candidate, regardless of background or protected characteristic.



More details about our Equality, Diversity and Inclusion Excellence Plan including how we plan to deliver and Key Performance Indicator's for this project can be found on our website:

<https://www.liverpoolguild.org/about/mission-vision-values/equality-diversity-and-inclusion-excellence-plan>

Business Development & Marketing Coordinator Job Description

Job Title	Business Development & Marketing Coordinator
Responsible to	Marketing & Communications Manager
Salary	£26,555, per annum Guild Pay Band 4 <i>All roles start at the bottom of the pay scale</i>
Hours	Full Time, 35 hours per week

Job Purpose

In this varied role, our Business Development & Marketing Co-Ordinator will drive our media income and support the delivery of our in-house Marketing activity.

The postholder will successfully promote the Guild's media offer to generate income from external clients while enhancing the student experience alongside supporting the planning, implementation and delivery of marketing campaigns across the Guild's activity.

We need someone to bring their marketing, negotiation skills, and ethics savvy to the role to ensure we maximise existing opportunities and relationships, generate new income streams, raise the profile of the Guild, and support our financial objectives.

Main Duties

Media Income Generation

- With the support of the Director of Business Development and Marketing & Communications Manager, establish and implement a strategic approach to drive media income generation across the medium and long term
- Responsible for inputting into the budgeting process and monitoring income targets and expenditures against this
- Develop a range of promotional and sponsorship products and packages across the Guild to suit the needs of the organisation and our clients, developing new and better opportunities for all.
- Work with clients to recommend promotional campaigns based on objectives.
- Develop and support the delivery of promotional activity for a range of National brands like Dominos, National Express, Wagamama's, and Nandos.
- Responsible for end-to-end client campaign management
- Responsible for maintaining our existing client base as well as winning new business
- Develop strong relationships with third-party Media Agencies and other Student unions, to maximise opportunities and sales.

- Lead on the planning and delivery of the commercial Welcome and Refreshers Fair events, meeting sales targets, communicating with clients, developing the floorplan, and coordinating activity on the day of the event.
- Develop and implement an approach to affiliate Marketing activity
- Liaise with internal departments such as events and activities to help identify projects that lend themselves to targeted advertising and sponsorship to generate income and benefits for these areas.
- Protect the Guild's values and ethical brand by developing ways of ensuring that our customers' practices are in line with our guidelines and policies.
- Maintain supporting documents and resources for booked activities in line with Guild policies, e.g. health and safety, and licensing.
- Keep records of client proposals, activity, billing, costs, and other items as required to monitor and build client engagement.
- Develop a strong relationship with the Finance Team, ensuring financial systems are adhered to, invoicing is completed promptly and payments are received.
- Monitor, review, and report on levels of success regarding agreed financial targets.

Guild Marketing Campaigns

- Support the Marketing Team with campaign management support as required
- Support the creation of timely, relevant and engaging marketing content for Guild Channels & Platforms, including email, website, social media, news and print marketing material
- Lead on the delivery of marketing support for Guild's online shop, to drive website traffic and income
- Respond to the Marketing inbox and out-of-hours social media activity alongside the Marketing team.

General Duties

- Provide excellent customer service in dealings with students, officers, colleagues, and members of the public
- Carry out all duties in compliance with Guild values, procedures, and policies.
- Manage all administrative tasks associated with the post and ensure all information is accurate and traceable.
- Attend training courses, conferences, and meetings necessary to fulfill the duties and responsibilities of the post.
- To contribute and assist in our planning processes.
- Support key events throughout the year, including Welcome Week and elections, when necessary.
- Carry out any other duties which may be requested from time to time

Notes

The job description is current as of July 2026 and should be reviewed annually. It outlines the main duties of the position and is designed for the benefit of both the post holder and the Guild in understanding the prime functions of the post. It should not be regarded as exclusive or exhaustive. In particular, given the grading and nature of the post, the responsibilities of the post holder may well change from time to time.

Management has the right to vary the duties and responsibilities after consultation with you.

Signed:

Name:

Date:

Person Specification

Person Specification Business Development & Marketing Coordinator

Criteria	Essential	Desirable
Education and qualifications		
Educated to degree level or evidence of operating a similar standard	*	
Knowledge and Experience		
At least one years experience in a marketing or sales role	*	
Experience in working toward financial targets		*
Experience in generating leads, negotiating and closing deals that meet the needs of all parties		*
Experience in developing and maintaining strong client/colleague relationships	*	
Experience in setting up and maintaining effective systems of work	*	
Experience in dealing with challenging people or situations, being understanding yet assertive	*	
Monitoring the effectiveness of marketing activity and able to present appropriate recommendations for improvement and	*	
Experience in delivering multi-channel marketing campaigns	*	
Understanding of how a politically active, ethically driven organisation can affect income-generating decision-making		*
Understanding and appreciation of diversity, showing a commitment to promoting inclusivity		*
Understanding of Marketing theory and practice	*	
Skills		
Able to work independently and as part of a team	*	
Able to establish priorities and work to tight deadlines	*	
Strong organisational and time management skills	*	
Proactive and able to use initiative to anticipate and plan ahead	*	
Excellent analytical skills with a creative approach to problem solving	*	
Good commercial understanding	*	
A high level of resilience and tenacity is required, must be able to deal with challenges from across the organisation whilst maintaining a positive and proactive style	*	
Line management experience		*
Strong leadership skills		*
Special requirements		
Understanding of the role of supporting elected Student Officers		*
Interest in the education sector		*
Ability to work within the democratic structures of the Guild and uphold its policies	*	
To represent and be an ambassador for the Guild, championing our values	*	
A willingness to learn new skills and take part in appropriate training as required	*	
Flexibility in approach to working hours to meet the needs of the organisation	*	

How to Apply

To apply

Please apply using the apply now button on Staff Savvy. If you have any questions about the application process please email: guildhr@liverpool.ac.uk

For an informal conversation about this opportunity, please contact:

Sian McGreary - **Director of Business Development** 0151 794 6868 or email

smcgre@liverpool.ac.uk or

Alex Jones - **Marketing & Communications Manager** 0151 794 6868 or email

ajones@liverpool.ac.uk

Deadline for Applications - Monday 3rd August, 9am

Interviews will be held – Monday 10th & Tuesday 11th August, in person at Liverpool Guild of Students

