



UNIVERSITY OF YORK STUDENTS' UNION **JOB DESCRIPTION** **Policy & Market Research Development Coordinator**

(1) **BACKGROUND INFORMATION**

The Students' Union at the University of York (YUSU) is a democratic organisation representing the interests of all the students at the University. It is run by student elected officers working with a permanent staff team to provide numerous services including representation, development opportunities, entertainments and welfare support. YUSU funds many societies and clubs, together with York Sport, Student Action projects, RAG and the Junior Common Rooms (the social and welfare groups in each of the eight colleges). The administrative base for the Students' Union and its affiliates is the Student Centre, James College.

YUSU promotes, encourages and co-ordinates student representation across the University's 28 departments. There are various avenues open to students to help develop all their abilities, skills, talents, personalities, interests and potential while at University, for example from being directly involved in the committee structures of YUSU or to become a member of a club, society or voluntary activity.

Working as part of the Marketing Department, the post supports activities relating to researching policy and initiatives relating to all areas of the student experience, within both the University and the Students' Union.

(2) **OVERALL PURPOSE OF THE JOB**

To ensure that reports and policies developed by YUSU are well researched and relevant to its membership. The coordinator will be responsible for designing and carrying out research projects of varying magnitudes, across all areas of student life; as well as delivering an annual market research programme into YUSU's performance. To be responsible for drafting reports and policy and briefing papers on behalf of YUSU and the Representative Officers. To assist and where appropriate take the lead in implementing research and report writing systems within YUSU with a view to enhancing the quality of experience for York students. To progress projects as directed by the Marketing & Events Manager.

YUSU envisages that this post will develop through time and that the post holder is expected to be proactive, not just receptive to these changes.

(3) LINE MANAGEMENT

Your immediate Line Manager is the Marketing & Events Manager.

(4) REGULAR LIAISON WITH

The post involves regular liaison with YUSU sabbatical officers, part-time officers and volunteer students, YUSU and University of York staff and staff of other universities/students' unions and the National Union of Students (NUS).

(5) TRAINING

YUSU recognises that its staff are a valuable resource and aims to provide training and development for staff as far as possible. You will be required to attend any training sessions as are deemed necessary for you to carry out your particular duties.

(6) TASKS

- To research specified topics, prepare papers and present information on progress and outcomes to the relevant people.
- To apply a variety of research techniques to gather relevant information, including document analysis, surveys, case studies and interviews (face-to-face, telephone and online).
- To implement appropriate and creative methodology to design and manage a research project. This may involve the use of quantitative and/or qualitative methods and may include both pilot and development work.
- To conduct qualitative or quantitative surveys, which may involve field, interview or focus group assessments.
- To use statistical software to manage and organise information.
- To conduct information and data retrieval searches using electronic databases.
- To analyse and evaluate research and interpret data, making sure that key issues are identified and recommendations are made.
- To offer research-based briefings and advice, which may involve writing action plans.
- To network with other students' unions and external organisations.
- To provide statistical data and other information for negotiations.
- To analyse official documentation and legislation (recent and historical) to assess the impact on YUSU activities and interests.
- To work with other students' union staff, management and industry members to produce research information.
- To collate information and produce reports and briefings to inform and create union policy.
- To prepare presentations for students' union committees and conferences.
- To work with management to produce submissions for government and other public bodies.
- To keep up to date with issues facing students in Higher Education, and monitor institutional, local and national policy developments to ensure that Officers are well briefed.
- To work with other YUSU staff on related projects.
- To implement systems that will evaluate and make recommendations for improvements to all of the services YUSU provides for its members.
- To support a framework in which Union campaigns are well informed and can flourish.

- To contribute to Union reports and publications as directed by the Marketing & Events Manager.
- To abide by YUSU constitution and policies.
- To work within, promote and uphold the student led and democratic ethos of YUSU.

This is not a comprehensive definition of tasks. The post holder will be expected to undertake any work that comes within the job remit. The job description will be kept under constant review and will be changed according to the requirements of YUSU. Discussions will be held with the post holder regarding any major changes.

(7) VALUES & ATTITUDES

The post holder is expected adhere to:

- All YUSU's operational policies including the equal opportunities guidelines.
- A high standard of Customer Care.
- Carrying out the duties of their role within YUSU Health and Safety guidelines.

(8) SALARY

Starting at £18,117 per annum.

(9) HOURS OF WORK

Monday to Friday, full time with daily hours normally from 9am to 5pm. However, a significant level of flexibility is necessary to fulfil the needs of the role during term-time. You are entitled to 38 days holiday (30 days plus 8 public holidays) per annum.

August 2010