

# Role Profile



## Community Executive – Students’ Unions (FE and HE)

**Reports to:** Community Manager

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**Line manages:** N/A

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**Background Information:** [OneVoice Digital](#) is an exciting company formed by two organisations, [Arrk](#) and [NUS](#). OneVoice Digital's aim is to support membership organisations build engaging communities of common interest online. OneVoice Digital delivers UnionCloud, a membership engagement platform, used in Students’ Unions. OneVoice Digital also delivers TOTUM, which is an all-encompassing app that connects students with every day student lives, from discounts, events, ID and more. TOTUM has one million members. Currently our customer base is expanding beyond this as we are beginning to enlist new types of membership organisations.

**Job purpose:** This role exists to lead and develop the relationships with Students’ Unions, Colleges and Sixth forms to support them to use OneVoice Digital products and their role in working with their members and in acquiring new TOTUM members. The Community Executive is responsible for supporting SUs to maximise the benefits of UnionCloud and TOTUM, and for retaining and upselling to existing customers in Students’ Unions, colleges and sixth forms as well as generating new business. The postholder adds value and satisfaction to clients through regular client contact, representing the face of OneVoice Digital mission and values. Working in a digital environment, the Community Executive additionally supports the client base to maximise their sales through providing excellent support and development of the further education TOTUM community e.g. via regular updates, and attendance at events.

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Key Responsibilities
1. To engage Students’ Unions, Sixth Forms and Colleges, provide end to end account management, and build and support the TOTUM and UnionCloud sales community.
2. To retain and develop UnionCloud sales for existing customers and attract and onboard new customers.
3. To proactively support Students’ Unions, Sixth Forms and Colleges, with new product developments, and to achieve the best from the OneVoice Digital incentive scheme.
4. To uncover opportunities to support the community with additional products, service and consultancy.
Specific Duties and Activities
5. Manage students’ union and college visit schedule, meeting objectives and outcomes, recording this in CRM. Create a schedule of quarterly meetings at a minimum with key customers.

6. Develop market insight and marketing activation, work closely with Students' Unions, Sixth Forms and colleges, and build development plans by understanding their needs.		
7. Develop and share best practice methodology using knowledge base and case studies which showcase excellence		
8. Influence the creation and definition of new value add services for the community		
9. Escalate opportunities to improve customer experience.		
10. Partner with relevant internal departments to drive overall customer value and satisfaction.		
<b>Shared Duties and Activities</b>		
11. To assist other members of OneVoice Digital departments as required.		
12. To develop and maintain excellent relationships with internal and external contacts including (but not exclusively): line managers, staff and officers involved in digital product usage.		
13. To undertake any other reasonable duties or projects as required by your Line Manager.		
14. Ethical Digital is important to OneVoice Digital. All staff and volunteers are expected to go about their roles in a resource efficient manner, in keeping with our ethical digital values.		
15. Be committed to, and champion, OneVoice Digital's shared cultural values, aims and mission.		
<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Educated to 'A' level standard or equivalent.		X
Graduate or equivalent.		X
Professional qualification in marketing or sales (e.g. CIM)		X
GCSE or equivalent, Maths and English, grade C or above	X	
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Experience of working in or with Students' Unions, Colleges and/or sixth forms	X	
Account management or customer service experience	X	
Proven Sales success in software/IT sales		X
Experience of identifying and forging partnerships with key contacts and decision makers and of closing sales	X	
Experience of developing customer communities and providing ongoing support.		X
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Broad knowledge of sales processes including effective stakeholder management	X	
Knowledge of Students' Union trends and processes	X	
Understanding of account management	X	
Knowledge of UK education sector		X
<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>

Develops and maintains excellent customer relationships with strong interpersonal skills and a high degree of integrity	X	
Resilient, credible and able to gain trust to positively influence relationships	X	
Excellent communications skills with a convincing and enthusiastic attitude	X	
Excellent IT skills including a strong working knowledge of Microsoft Office.	X	
Excellent time management, organisation and prioritisation.	X	
Ability to achieve a high level of outputs and manage a diverse workload.		X
Highly motivated, energetic and enthusiastic.	X	
Ability to use own initiative and solve complex problems.	X	
<b>Attitudes</b>	<b>Essential</b>	<b>Desirable</b>
Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity.	X	
Commitment to excellent standards of customer care.	X	
Flexible working attitude including willingness to attend regional and national events.		X

### Summary of terms

- This is a part time, permanent post (subject to probationary period)
- The salary is £26k-30k (Full-time equivalent), depending on experience. Salary paid pro-rata
- Working pattern: 22.5 hours per week, Monday–Friday, normally worked between 9:00am–5:00pm, with occasional work outside these hours for extended support – flexible working requests will be considered from day one, and OneVoice are open to these hours being worked over 3,4 or 5 days.
- Working from home predominately with flexibility to hybrid working between the Manchester-based office and home
- Travel requirements: may include a small number of overnight stays to attend sector events and to attend the OneVoice office in Manchester. Travel time beyond normal working hours only where this is unavoidable.