



SU Officer Candidate Information Pack



THE
SU
BATH

Foreword by previous Education and Activities Officer

While I was writing this introduction I started thinking, why do I love this job, what made me run twice, and how could I get others to run? Honestly, it has been the most challenging and yet the most rewarding jobs to ever have. Not only do you get to meet a variety of people, but provides opportunities not found in any other job. You represent over 17,000 students both locally and nationally, and lead the direction of a multimillion-pound organisation.

The reason it is so rewarding is that SU Officers directly benefit the student experience such as; recruiting the new VC, providing extracurricular activities, being a part of the team that secured a 3G pitch and defending student use of The Edge. Being an Officer is transformative in ways I never imagined. But first you have an election campaign to run. Make sure to read this pack and check the website for any updates. If you ever have any questions don't hesitate to ask someone, we are all here to help you. I wish you the best of good luck in your election, I am excited to see banners, t-shirts and social media

pages going live soon. Top tip before I end this introduction, make sure you know your manifesto inside and out, speak to the Officer in the position you're running for and most importantly, look after yourself and have fun.

Kimberley Pickett-Mcatakney **Activities Officer 2018/19**

Being an Officer is different to any other graduate job you can find. You get to engage, work with, and lobby senior staff in the University and get opportunities to actively shape the lives of students.

Running in an election can be both rewarding and difficult at times. The best approach is to focus on your campaign and talking to students on why you would make a great SU Officer. By focusing on yourself, you are giving students reasons to vote for you, rather than focusing on what other candidates are doing.

Have fun in the election and just by standing you will gain skills and knowledge that will stay with you.

Jack Kitchen **Education Officer 2018/19**



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Officer Job Roles



Officer Job Roles

Full job descriptions can be found on the SU Website.

All SU Officers

SU Officers share the following responsibilities with the Independent and Co-opted Trustees:

- Ensuring the SU has a clear vision, mission and strategic direction and is focused on achieving these.
- Being responsible for the performance of the University of Bath Students' Union and for its behaviour.
- Ensuring the SU complies with all legal and regulatory requirements
- Acting as guardians of SU assets, both tangible and intangible, taking due care over their security, deployment and proper application.
- Ensuring that the SU's governance is of the highest possible standard.

However, the SU Officers, as Trustees elected by the Members of the SU are also charged with ensuring that the views of the student body are researched.

All Officers also actively work to promote the values of democracy, diversity and equality of opportunity as well as ethical and environmental values amongst the student population.

SU President

The SU President is the figurehead of the Students' Union. They lead the Officer team, helping and organising the efforts of each individual Officer and ensuring that the work on major student issues is done. The SU President is responsible for

coordinating communications alongside the Chief Executive and Marketing Manager and, tying into this, working with Student Media. Representing students is the role of any Officer and the President is no exception, focusing on the headline issues of the time. The SU President is also responsible for governance and democracy within the Union and takes a lead on matters of day-to-day finance.

Education Officer

The Education Officer is principally charged with the academic representation, primarily to the University, but to other relevant bodies as well. They coordinate the academic representation system and work closely with the Community Officer on the strategic development of academic and welfare services.

The Education Officer actively monitors higher education issues on the local and national scale and attends University meetings to represent students' views on such issues. They liaise regularly with other Officers, senior University staff, Union departments and University departments in order to recognise and respond to emerging educational needs for students of the University of Bath.

They also support the Academic Executive in order to develop academic support services and academic representation at a departmental and faculty level, and represent individual students in academic reviews.



Community Officer

This role covers two broad areas. The first, community, includes supporting and representing the student community on issues such as housing, food provision and general wellbeing, as well as students' place in the wider community. On the diversity side the role represents the individual needs of the diverse student body, with a particular focus on international students and other student support groups.

Activities Officer

The Activities Officer is responsible for the strategic development of the activities of the Societies area of the Union.

They work with the Societies Executive Committee, aid the area with its strategic development, as well as acting as a representative for the group both to the University and on a national scale. Extra-curricular accreditation and development opportunities are also supported and co-ordinated by the Activities Officer. Student volunteering falls under this role as well as The SU's sustainability work.

Sport Officer

The Sport Officer is principally charged with the strategic development of sport within the Students' Union and acting as a representative on relevant University committees and at the national level. They represent students' sporting needs and interests in the Sports Department and the University.

The Sport Officer helps sports clubs devise and implement their own

development plans along with supporting the Sports Executive committee to further the development of student sport as a whole. They develop coaching and other volunteering opportunities for all clubs.

Postgraduate Officer

The specific duty of the Postgraduate Officer is to research and represent the interests of postgraduate students and to develop an active postgraduate community. The post is only open to postgraduate students, though all students will be able to vote for this post.

They are responsible for engaging with all postgraduates and researching the issues which challenge them. They represent postgraduates across the University, to senior management, in committees and more widely. They work with the other SU Officers and with the Postgraduate Association and its executive committee, to improve the offer to postgraduates and increase participation.



**Remuneration,
Accommodation
and Working Hours**



Remuneration, Accommodation and Working Hours

Remuneration

SU Officers will be contracted to work for a 54-week year which will include a requirement to attend a two week training/induction programme. The contract period will run from June to the June the following year, including the induction programme.

Officers receive an annual compensation which currently stands at £16,146 per annum, which may rise in line with any agreed pay inflation rate within the University. Additionally, Officers receive accommodation inclusive of any bills on top of their annual salary.

Salaries are paid on the 25th day of every month by means of a credit transfer into your bank account. Additionally, if you so choose, you will be paid an advance of salary totalling £500 which will be recovered from your salary in five instalments over the months July to November inclusive. If you resign, are removed from office or are dismissed during your term of office, following a resolution of the Board of Trustees or a motion of no confidence passed at Referendum, you may be required to

refund pro rata a part of any salary already paid.

Accommodation

Officers receive free accommodation on University campus for the entire 54-week period.

Officers are normally expected to remain in University residence for the full academic session. Where, exceptionally, an Officer is not able to live in University residences, for good reason, the University has agreed to additionally pay the amount that that accommodation would have cost.

The free accommodation is with your monetary remuneration, resulting in a combined income above the national living wage and in line with the average graduate salary. Please speak to The SU Chief Executive if you would like to discuss remuneration and accommodation.

Leave entitlement

During the period of your appointment you are entitled to 23 days leave which should normally be taken outside of University semesters. Leave may only be taken with the prior approval of the Officer team.

Working Hours

The standard hours of work are 37.5 per week but the nature of the duties is such that it is not possible to specify normal working hours.



However, the Officers have core hours (10.00 a.m. to 4.00 p.m.) during which you should normally be present in your place of work. This should not be interpreted as meaning you can start at 10 and leave at 4 however.

Health

As a part of the University's Occupational Health Strategy, all members of staff and Officers are required to complete a Medical Questionnaire and may, as necessary, be required to attend a meeting with the University's appointed occupational health service provider at the Royal United Hospital. This would be to enable the University to consider any specific medical needs during your Officer year.

Flexible Working

If you would require some flexibility in terms of work hours, for example a PGT student finishing their dissertation during the summer, there is scope to adjust work times. Please speak to The SU Chief Executive to discuss this and The SU will endeavour to find a work model that will allow you to be a SU Officer.



Standing



Standing

In this section, you will find all the basic information you need to stand to be an SU Officer.

Eligibility

Any student registered at the University of Bath, who has not opted out, whether undergraduate, postgraduate, home or international, may stand for any role except that of Postgraduate Officer. Only postgraduate students may stand for the post of Postgraduate Officer.

Proposers and Seconders

All candidates must submit the names of their proposer and seconder, by the close of nominations. Proposers and seconders should confirm their support by emailing sureturningofficer@bath.ac.uk from their University of Bath email accounts by the same deadline.

Mandatory Meetings

You must attend several Candidates' Meetings. Some of these are compulsory and you could face sanctions for missing them. These meetings can be found in the Elections timetable webpage.

Permissions

If you are taking a year out of your studies you must get the consent

form signed by your Director of Studies and your Head of Department because permission needs to be granted by Senate. The consent form can be found on the SU Website.

All candidates will need to sign a Trustee Declaration form as Students' Union Officers are Trustees of the Students' Union and must satisfy certain criteria.

Incumbent Officers

Incumbent Officers will need to declare any paid holiday and time in lieu to be used for the purposes of election campaigning to Elections Committee.

Incumbent Officers should not use any resources of their current positions (such as publicity photos and material, stationery) that are not accessible to candidates who are not or have not held position as an Officer.

Withdrawing Candidacy

Any candidate who withdraws should first speak with the SU President (or nominated alternative) and then officially inform the Returning Officer/Deputy Returning Officer. The



candidate's nomination will be made 'not live' but will remain publicised with a banner saying 'Withdrawn' across the photograph and/or manifesto.

You MUST read the Rules and all accompanying information

Failure to do so and consequent ignorance of these guidelines will not be considered mitigating circumstances in the event of any breach.

You are responsible for your supporters and their conduct, so if they contravene the rules, you may be penalised.



Welfare



Welfare

Ensuring your wellbeing during Officer Elections is incredibly important. Running can be tiring and looking after yourself will make you healthier, a stronger candidate and campaigner. Here are some tips to look after yourself during campaigning.

Take Breaks

Although trying to talk one on one with every student is an admirable goal, you need some time to yourself. Whether it is going for a walk, socialising with some friends or just sleeping, taking a break is important and will hopefully increase your energy to go back to campaigning. Don't feel guilty while taking these breaks, take some time to revitalise and then go back out to get those all-important votes.

It is also important to remember that you still have a degree to get back to. Don't let your academic progress suffer for election campaigning.

Seek Support

Having a strong network of friends around you while campaigning is vital. Whether it be people to talk to about how it's going, or your campaign team around you supporting your election, having

those key friends will ensure you stay strong during elections.

If things do ever get too much, you can always have a chat with the Elections Committee Chair, and SU Officers or one of the SU Advisors. They are there to ensure your wellbeing during elections so never feel afraid to get support if you need it.

Stay Healthy

It's easy to forget the little things while campaigning, like eating well, sleeping enough or exercising. However, being mindful of your habits during elections is crucial for being an effective campaigner. Sleeping, eating and exercising are all important tools to maximising your vote, as you will have more energy while talking to students.

Campaign in a way that works for you

People campaign in different ways. Some are great at standing on parade talking to students, going round halls or running excellent social media campaigns. Knowing your strengths, and your limits, will make you an effective campaigner. It is also important to know what you struggle





with and when to stop, after all, you have a campaign team around you to help.

Supporting Others

Remember it is not only you working hard for the election, it is your campaign team as well. Campaign Teams are volunteers, giving their time to get you elected. Try to make sure that they are looking after themselves and they can seek support from the Advisors and Elections Committee as well if needed.

Outside Elections

Remember to ensure your wellbeing before the election while preparing, and after regardless of the outcome. Your degree will still continue after the election is over.

Advice and Support Centre

The advice and support centre is open from 9:00–17:00 Monday to Friday Term Time if you ever need support from the SU advisors.



Manifestos



Manifestos

You need to submit a manifesto online of no more than 500 words by the manifesto deadline (after the nominations deadline). If your manifesto is longer than 500 words, it will be cut when it reaches that limit. Candidates will be required to sign their nomination form at the first Candidates' Meeting.

What to include

Each candidate should provide a statement (manifesto) setting out their main objectives for the year. The manifesto is a document which says who the candidate is, why they are standing for election and what they intend to do, should they get elected. You are advised to engage in research and speak to both incumbent Officers and staff before writing up your manifesto. Note, neither staff nor Officers will be able to assist in the writing of the manifesto.

You should endeavour to write your manifesto around these three principal headings:

- Who you are
- Why you are standing
- What you intend to do if elected

Candidates may include past/present Union posts but may not

refer to any posts held by their proposer, seconder or other supporters. Students' Union Officers may not propose or second or otherwise support any candidate(s).

SU Online Profile

You will also be asked to provide a short piece about yourself and to extract the four principal points from your manifesto to put on your profile. This does not need to be provided with your nomination and manifesto; you will be informed of the deadline for supplying this at the first Candidates' meeting.

Previous Examples

You can find examples of previous candidates' profiles and manifestos on the SU Website.

You should ensure that your manifesto adheres to the rules.



Rules



Rules

To read our full and updated rules,
please visit this webpage:

[https://www.thesubath.com/elections
/rules/](https://www.thesubath.com/elections/rules/)



Effective Social Media

Social media is one of the most effective ways of engaging with students. It's therefore important to have a social media strategy that works. Here are our top tips, and remember if you have any specific questions, ask sumarketing@bath.ac.uk

Plan it out

Preparation is key! When looking at your social media strategy, it's important to curate an effective social media plan. This, in essence, includes what you're going to post, when and where. A good way to do this is using Excel. The key information to include is: Date and Time, Content, Channel, Artwork. This will also make sure that there is a coherent look, feel and tone of voice to your online campaign as well as making sure you're getting enough content out there (without 'spamming').

Video

We can't stress enough the importance of video content! Video is becoming more and more important for engaging with your audience online. Facebook also prioritises videos which means that it should appear higher up on people's feed.

Variety

Whether you prefer Twitter, Facebook or Instagram it's important to be

visible across all of these platforms. Instagram is becoming a key way to showcase your offer and have a bit of fun with social media – remember, you can use options such as Polls, GIFS, Questions etc to create discussion around your social media usage; the best way to keep an audience engaged is to spark discussion with them and allow them to become part of the narrative.

Create a personal brand

A key part of campaigning is to show students why you'll be the best fit for the job, and your personality will play a huge role in this. This will naturally trickle down into social media. There are probably three key ways to reflect your personal brand online:

Tone of Voice: This is the way that you 'speak' online. Try and use a consistent Tone of Voice throughout your campaign that will be similar to your leadership style. If you're more conversational in your everyday life, use a more conversational approach; If you're more formal, use a more formal tone of voice.

Choice of Colours: There's an adage in branding – don't pick your brand colour to be yellow just because you like bananas. Pick yellow because it represents something about you. Your colours should also be accessible and not clash with one-



another. You can run these through an online colour contrast checker.

Image Style: All of your posts should have artwork. The choice of artwork is the main way that you can make your posts stand out on a news feed. GIFs can also be a fun way to make your posts stand out. Don't be scared to use GIFs or Memes however please be aware of any pop-culture connotations with your GIF as some have underlying negative or offensive meanings. If you're using photography, keep the editing style consistent and

also make sure that it matches your brand colours.



Student Media

CampusTV (Campus Television) and University Radio Bath will each be providing slots to candidates to record mini interviews.

These will nominally occur before campaigning. Representatives from Media will attend the first candidates

meeting with times for candidates to sign up for.

Candidates should make preparation in advance to ensure that they are available. You can see examples of video clips on last year's candidates' profiles by following the Previous Manifestos link on the SU website.

Note, you must endeavour to be available to ensure you can make time for your media videos and interviews. If unable to find an appropriate time, the SU will endeavour to find alternative arrangements but that cannot be guaranteed and there is no recourse for complaint if a mutual time cannot be found.





