



CANDIDATE BRIEFING PACK

STUDENT VOICE ▶▶▶▶▶

*Leadership
Elections*

STUDENT OFFICER ROLES



CANDIDATE BRIEFING PACK

Key Dates



NOMINATIONS OPEN

Mon 30th January 2023 (9am)

NOMINATIONS CLOSE

Friday 10th Feb 23 (4pm)

NOMINATIONS INFO SESSION (online)

1st Feb 2023 (2pm)

8th Feb 2023 (10:30am)

8th Feb 2023 (7pm)

CANDIDATES' INFO SESSION

Student Officer Session – 16th Feb 2023 (7pm)

Academic Reps – 15th Feb 2023 (12pm)

CAMPAIGNING BEGINS

Friday 24th Feb 23 (6pm)

CANDIDATES QUESTION TIME

27th Feb 2023 (12 Noon) (CQ Social Belfast)

28th Feb 2023 (11.30am) (Rock Road Social Magee)

2nd March 2023 (12 Noon) (Bannview Social Coleraine)

VOTING

Opens: 6th March 2023 (9am)

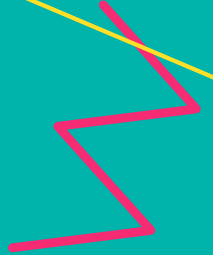
Closes: 7th March 2023 (4pm)

RESULTS PARTY

7th March 2023 (8pm)

CQ Social, Belfast Campus

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NOMINATE

CAMPAIGN

VOTE

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Section One

INTRODUCTION

UUSU is member led, so our leaders are elected from our 26,000 students to act as Student Officers who are full-time members of staff and set the direction of your Union. They are elected every year, and sit on our Trustee Board, so they are essentially strategic managers that have scope over staff, budgets and resources that are all used for the benefit of members.

There are currently seven student officer roles, an overview of which are included in this document. They are supported by almost 20 professional staff who work for your Union in democratic services, advice, sport and activities so that we can all provide the best possible student experience to you during your time at Ulster.

Message from the CEO

I am delighted that those reading this guide are considering putting themselves forward for an elected role within UUSU. There are far reaching and immense benefits from holding such a role and the opportunity to shape the experience that the student body has whilst at Ulster is both rewarding and unique. An elected position brings huge responsibility as it is your peers that have put their trust in you to deliver on their behalf. During my time here at UUSU, I have seen so many of our members step up and deliver so many positive benefits to the wider student body. As a small team our elected officials and staff work together closely and as such, I wanted to use this opportunity to provide a little more detail on the wider workings of the organisation.

Thanks for reading

David Longstaff

CEO, UUSU

READ FULL STATEMENT FROM CEO

Leadership Roles



Student Officers

STUDENT OFFICERS

There are seven Student Officer roles available at this election. These are full time, salaried positions for one year and you will be committing to be in office from July 23 until June 24. Detailed Role descriptions can be found in Appendix One.

President

The elected head of UUSU and its primary spokesperson. The President manages the Student Executive of the other six officers and sets strategic goals for the Union throughout their year in the post.

Vice President for Education

The Union's lead on all issues relating to your education at Ulster. Working in conjunction with our Faculty, School/ Dept and course representatives to identify, address and highlight any issues within the learning environment at Ulster at the highest levels.

Vice President Equality & Belonging

Now in its second year, this overall position aims to support the Equality, Diversity and Inclusion portfolio across campuses and online. Leading on engagement and change locally and at a national level, this role will represent the opinions and life experience of members and help educate on a broad range of equality and inclusion issues.

Vice President for Sport and Wellbeing

This role is focussed on engagement in sport throughout your time at Ulster, but also your emotional and physical wellbeing in what can be a challenging time adapting to new surroundings and at times independent living.

Vice President for each campus

Your go-to person on your campus that is totally focussed on the needs and issues of your specific campus. They are everywhere! At societies, sports meetups, events and are there as your gateway to any services you want to access from UUSU.

Section Two

WHAT'S NEXT

So, you have decided that you want to nominate yourself for one of these roles.

What's next?

We always encourage you to read the detailed role descriptions which can be found at the end of this document in Appendix One to give yourself a better idea of the specific nature of each role and what is required should you be elected.

Once you have satisfied yourself that you are the best person for the role and you want to put your name in the ring, put one of our nominee information sessions in your diary, there will be one held for each campus and anyone thinking of nominating for any of the roles can attend to get general information about dates and processes, as well as the opportunity to ask staff who will run the elections any questions you might have.

Right! You're definitely doing this.



NOMINATE YOURSELF

Nominating yourself could not be easier. There are no reams of paperwork to go through, you simply complete the process online at uusuu.org

Step 1



Go to uusuu.org, mouse over **'VOICE'** and click **'Elections'** in the dropdown this will take you to uusuu.org/student-voice/elections/

Step 2



Click **'Nominate Yourself'** if you haven't already logged in, you'll be asked to do so. This login is the same as your Uni Portal login.

Step 3



Once logged in select the position you want to run for example:
School / Faculty or Officer post.



Step 4



Once you have selected the position you will see **'Stand'** in yellow above it. Select and confirm your name and email address and to write a manifesto and tagline.

Step 5



Once you have selected the position and confirmed name email manifesto etc click **'Confir'**. Congratulations you are now a candidate.

If you have any problems, you should contact m.franco@ulster.ac.uk and we can resolve.

Campaigning

YOUR ELECTION MATERIAL

As a candidate you will be provided with an allocation of personalised, printed material along with an arsenal of generic digital content to share online. To help with advice and tips you will also have an opportunity to attend a session on how to run a successful campaign.

Firstly, you are required to create your own manifesto and a poster or leaflet sized graphic that we will distribute across UUSU social media and our website on your behalf. Please be careful with spelling as we will not be able to amend these for you.

We will create an individual suite of graphics for you that will include a graphic including the role you are running for, your name and a photo you provide for us, so please make sure you send one that is a good quality and that you would be happy for us to distribute.

We will also create a graphic for our website and social media of all those who are running for specific roles, so for example all those running for President etc in one graphic.

Our website will also host your manifesto and graphics so you should feel free to direct people to it, and you can share any graphics that we have approved and that UUSU have created.

You can also, if you wish, set up social media pages to promote your campaign, these should be run within the social media guidelines we have provided at Appendix Two. If you are unsure of any issues you can contact Mark.

Remember:

- **All your material should include the dates students can vote**
- **They should tell people where to vote**
- **Include your name and the role you are running for.**
- **Manifesto ideas will be offered at nominee information sessions**
- **Please remember leave a space for the official UUSU election material logo on ALL campaigning material**

BRIEFINGS

At the candidate briefings, our election staff will brief you about the rules for the election, which are provided in the accompanying document. We want all candidates to have an enjoyable experience contesting the election, taking into consideration that people will disagree, but should not engage in personal attacks.

We monitor social media and campaign materials to ensure the integrity of the election and the conduct of candidates, and we will ask you to sign the election rules – and to be responsible in ensuring that anyone helping you during the campaign adheres to them also.

We take very seriously any breaches of the election rules and the Returning Officer can and will impose sanctions on your campaign should these rules be broken.

The briefings give you an opportunity to ask any questions you may have before the polls open and to get clarification about how we address problems. All candidates are required to attend the briefings.

Candidates Question Time

Candidates Question Time is the opportunity for voters to meet you and to ask questions about a range of issues relevant to the role you are running for. We will advertise the Candidates Question Time across our digital media platforms and website and invite as many students as possible.

The Candidates Question Time are not an opportunity for personal questions or attacks, remember this is a UUSU Leadership Election, not the US Presidency. We will ask students to send questions to us before the event online, and no unprompted questions can be tabled at the event. This is to ensure fairness for candidates and to avoid any disruptive behaviour – remember, both you and your team or anyone associated with your campaign are bound by the election rules.

Section Three

POLLING DAYS

All votes are cast online. We will have our website clearly demonstrating where and how to vote for polling days and students will be required to log in to vote – again using their UU credentials.

We monitor the votes as they are cast in terms of coming from devices, we do not have access to any individual votes but we can identify if a large number of votes are being cast from one device, so please don't be tempted to venture to halls or to UU sites in breach of the public health guidelines as the Union and University will take this very seriously.

Periodically we will update a page on our website showing in real-time the number of votes cast for each role and the profile of voters – for example how many from each faculty have voted etc.

It is unlikely that anyone logging in will have any problems casting a vote, but you should feel free to contact Mark with the B number of the student having difficulties or ask them to contact Mark themselves and we will work to resolve as quickly as possible.

AFTER THE ELECTION

When the polls close, only one member of staff in the Union can access the results via software provided by our IT service. That member of staff will conduct the counting of votes electronically and note transfers and exclusions.

Our Marketing team will be sent the results of each contest and provide relevant graphics in an election result event held on the same night. We can provide full count sheets to candidates following the event if they request them.

The results will be made public only at that event held online and then published on usu.org and across our social media alongside graphics declaring the winners in each contest.

SUPPORT AVAILABLE

We understand that putting yourself forward for a contest can be challenging especially if this is your first time stepping into an election. Remember UUSU staff are available throughout the election process to help answer questions and signpost to support should you feel you need it.

We are available through the election process to signpost you to support should you feel you need it. We are available also for advice on processes, rules and ideas – for obvious reasons we will not engage in any campaign-specific conversations out of these circumstances and are totally independent.

Mark Francos

Governance and Policy Coordinator
m.francos@ulster.ac.uk

YOU GOT ELECTED!

So, you're a Student Officer!

If you are elected to the role you have contested, congratulations! Relevant staff in the Student Voice team and across the organisation will meet with you – virtually – to discuss the next steps to help you get to know the inner workings of the organisation and how your manifesto commitments can be implemented.



EXPECTATIONS IN YOUR ROLE AS A FULL TIME OFFICER

Setting Expectations in your role as full time officer. While you will be a democratically elected and mandated full-time officer, there will also be an expectation around your role and commitment as an employee at UUSU.

This will include:

- Setting high standards of integrity, punctuality, accuracy, politeness, and professionalism.
- Undertake other responsibilities as are within the scope and spirit of the role purpose and its title.
- At all times by word and deed portray a positive image of the Ulster University Students' Union.

HOURS

Your working week: 36.5 hours

Your role as officer will not always be 9am – 5pm, Monday to Friday. There will be a reasonable expectation to attend events, meetings, conferences etc outside of normal office hours to fulfil your responsibilities as a full-time elected officer within a membership organisation. Occasionally this may also include time away from home. While overtime is not payable Flexible working arrangements may be agreed in advance.

YOUR BENEFITS IN THE ROLE

Annual Salary

£20,761 paid at the 24th of the month.

Paid Leave & Statutory Holidays

You will receive 25 days to take during your twelve months in post. In addition, you will also have 15 statutory days as follows: New Year's Day, St Patricks Day, 5 days over the Easter period, May Day, 12th & 13th July and 5 days at Christmas.

Pension

UUSU operate an employer matched pension scheme

Occupational Sick Leave

Sickness pay entitlement is based on length of continuous service as follows:

Length of Service	Full Pay	Half Pay
During the first 3 months' service	2 weeks	2 weeks
During the remaining 9 months of the first year of service	2 months	2 months
Second and third year of service	3 months	3 months
Fourth and fifth year of service	5 months	5 months
After fifth year of service	6 months	6 months

Additional Notes

- You may be expected to undertake networking and development opportunities.
- Any information and data provided to the Students' Union and used directly or indirectly in your role shall always remain the property of the Students' Union.
- Staff of the Students' Union are employees solely of the Students' Union and NOT of the University.
- The Students' Union is an Equal Opportunities Employer

PRESIDENT - ROLE DESCRIPTION

The President of UUSU is the lead representative for UUSU and students. They are responsible for leading the organisation, through Chairing Trustee Board, as well as managing the Student Executive Team.

The President is the principle spokesperson and figurehead of the organization and will...

LEADERSHIP

- Lead the UUSU Officer Team, ensuring Officers are supported to set and achieve their yearly goals.
- Chairperson of the UUSU Trustee Board, and responsibility to ensure good governance and financial stewardship of UUSU.
- Student representative on Ulster University Council, the governing body of the university.
- Delegate lead for all national and regional student conferences

REPRESENTATION

- Represent the collective interests of all UUSU students to the University, local and national government and other relevant stakeholders.
- To be the principle spokesperson for UUSU to all internal and external audiences and across print, broadcast and digital media.

CAMPAIGNING

- Ensure UUSU is a campaigning organisation.
- Lead on planning UUSU campaigns and oversee delivery of such.

VICE PRESIDENT EDUCATION - ROLE DESCRIPTION

The Vice President Education will work closely with the Student Voice Team and student representatives to ensure high standards/ quality and continuous improvement of the educational experience at Ulster University.

LEADERSHIP

- To be the lead representative for the academic representation system at Ulster University, working closely with our Faculty representatives.
- To take the lead role in campaigning for the best possible educational experience for students at Ulster.

REPRESENTATION

- Representing the SU on internal and external committees, as defined by the President.
- Making sure the SU addresses academic issues affecting the quality of education, and to raise awareness of the issues.
- Work closely with the Campus VPs, Advice Bureau and Student Voice staff to support students with issues in relation to their educational experience.

CAMPAIGNING

- Create opportunities to gather feedback from all students and work with the Student Voice Team to campaign for change where needed.
- Spot and harness trends across the education sector to ensure UUSU is championing modern/trailblazing approaches to education.
- Work to keep the SU informed of issues in Higher Education that may affect members.

VICE PRESIDENT SPORTS & WELLBEING - ROLE DESCRIPTION

The role of the Vice President Sports & Wellbeing is to be the figurehead for UUSU Sport. They should encourage positive wellbeing choices/activities, through access to events and campaigns for all students. As part of the UUSU Student Executive, the VP Sports & Wellbeing will have responsibility for:

REPRESENTATION

- Represent all students at relevant University meetings and to external representative sporting bodies, with a focus on promoting sporting facilities and wellbeing activities.
- Provide support for all UUSU Sport Clubs.

ENGAGEMENT

- Work to increase the number of students involved in all aspects of UUSU Sport (players, play makers & supporters).
- Identify appropriate wellbeing activities for all students to engage with.

CAMPAIGNING

- Hold awareness campaigns promoting all aspects of student wellbeing, in partnership with other UUSU team members and Ulster University departments.
- Link with applicable University campaigns which cover health and wellbeing ensuring the UUSU voice is heard within this messaging.
- Shall oversee the development, operation and training needs across campus equality networks and forums.

VP EQUALITY AND BELONGING - ROLE DESCRIPTION

To be the lead Officer around issues pertaining to the Equality and Belonging to collect and further student views and needs across this area, through a variety of methods.

LEADERSHIP

- To be the lead representative on Equality and Belonging at Ulster University, working closely with our equality representatives.
- To be the lead role in campaigning on E&B advocacy and representation for students at Ulster.
- To escalate issues around student E&B needs to the Student Executive
- Represent students within UUSU and contribute to Union strategy in the following areas (although not limited to):
 - Equality, Diversity, Inclusion and Belonging.
 - Supporting student communities and networks. These include but are not exclusive to BME, women's, LGBT+, mature, part-time, minority languages, students with disabilities, neurodivergent students and those with parent and caring responsibilities

REPRESENTATION

- To represent and contribute in national campaigns in promotion of students' rights in areas of Equality, Diversity, Inclusion and Belonging.
- Represent the collective interests of all UUSU students to the University, local and national government and other relevant stakeholders
- Work alongside the relevant engagement members to develop strategies and workplans across the breadth of issues pertaining to E&B.

CAMPAIGNING

- Lead on short term impact campaigns to raise awareness in matters pertaining to Equality and Belonging.
- Shall liaise with the University Equality, Diversity and Inclusion team to represent and provide input, shaping the creation of equal opportunities at Ulster.
- Shall oversee the development, operation and training of the UUSU Diversity Networks.
- Working closely with the Student Officer Team, Advice Bureau and Student Voice in advocating for an inclusive student experience at Ulster University.

VICE PRESIDENT CAMPUS - ROLE DESCRIPTION

The Vice President [Campus] will represent and support students on their campus, which must be their most recent place of study. They will work as part of the Student Executive to represent the interests of all students within the University and wider society:

REPRESENTATION

- Lead on the planning and delivery of campus events to increase the feeling of community and student experience. This will be supported by an annual plan and the Membership Team.
- Lead representative and support for all engaged students on campus, e.g. society committee members, academic representatives and student councillors.

REPRESENTATION & SUPPORT

- Represent the views of students, ensuring the best support and services on campus.
- Represent students, and UUSU, within the locality of each campus.
- Continuously evaluate the quality of the student experience on campus driving change programmes as and when identified.
- Work with local stakeholders to access sponsorship and partnership opportunities.

CAMPAIGNING

- As part of the Student Executive Team, plan and deliver campaigns relevant to students.

Appendix Two

THE CODE OF CONDUCT FOR ELECTIONS

AGREEMENT FOR THE CONDUCT OF ELECTION CAMPAIGNS WITH

THE ULSTER UNIVERSITY STUDENTS' UNION (Nov 2019)

Nominated Candidate's Name

In the Election for the position of

agree to abide by the following regulations and communicate said Regulations to all individuals who by association are seen to be promoting our Election Campaign.

(A proven breach of any Regulation will result in the Returning Officer disqualifying the Candidate).

- 1** All candidates and their election teams are subject to the regulations stated in this Code of Conduct, UUSU Bye Laws and any UUSU or UU Good Relations policies.
- 2** No statements or representations can be made by the Candidate or his/her representatives to any press or media outlet with regard to any aspect of the election process of candidature without the written permission of the Returning Officer.
- 3** Contact details and telephone numbers, supplied by the Returning Officer, will remain confidential.
- 4** Candidates and their representatives will not employ the use of materials expressly disallowed by Union or UU estates guidance which will be issued to all candidates.
- 5** Candidates and their representatives will, at all times, conduct themselves in a manner that does not bring the Union or University into disrepute. Reference will be given to the UUSU Media guidelines.



continued

THE CODE OF CONDUCT FOR ELECTIONS

6 During the Election Campaign period, Candidates and their representatives will not engage in any act or omission which infringes on the personal safety and well-being of other Election Candidates and their supporters including written, verbal, physical abuse and/or intimidation or which breaches published University and Union Regulations whether online or off-line.

7 The Candidate and their representatives will abide with all requests issued by the Returning Officer and/or Deputy Returning Officer in regard to any aspect of their Election activities/omissions or they will face disqualification.

8 The Candidate and their representatives will not cause obstruction to pedestrian or vehicular traffic, nor enter restricted areas surrounding information stations nor act in a manner which may threaten or restrict other students' personal space.

9 Returning Officer may disqualify or penalise candidates who violate or persistently transgress any of the regulations for the Conduct of Elections including the Agreement for the Conduct of Election Campaigns. The decision of the Returning Officer is final in regard to breaches of these rules.

[View electoral bye-laws here](#)

SIGNED

(CANDIDATE)

WITNESSED BY

(RETURNING OFFICER OR HIS/HER NOMINEE)

DATE

Appendix Three

SOCIAL MEDIA RULES – CODE OF CONDUCT APPENDIX

In addition to the Code of Conduct, candidates and their teams are required to adhere to the following rules relating to social media.

- 1.** Using third party media or materials must cite sources. For example, if you are campaigning on student housing and use a figure from a housing report or report, be sure to include the source on your material.
- 2.** Information posted on social media must be to the best of your knowledge, accurate.
- 3.** Posting or re-posting libellous content will result in penalties for the candidate.
- 4.** Engaging in 'trolling' either by the candidate or their election team will be addressed by the Returning Officer severely.
- 5.** Private content between candidates must remain so.
- 6.** Tagging external accounts such as UUSU or Ulster University is disallowed.
- 7.** 'Dog piling' practices are strictly disallowed.
- 8.** Fake accounts – that is, accounts not in your name or specifically linked to you personally or on behalf of your campaign is disallowed and if an investigation links you with a fake profile you will face disqualification.
- 9.** Please remember you are still a UU student and the University reserve the right to take action against you as a student based on your conduct.

SOCIAL MEDIA RULES – CODE OF CONDUCT APPENDIX

REMEMBER

- Content you post online is a reflection on you as a candidate
- Content online is permanent
- Should any content you or your team post break University rules or the law, that information will be passed on.
- The behaviour you display on social media during the campaign should be based on the premise that it doesn't contain you wouldn't say to someone.

GLOSSARY

Dog piling: (of a number of people) join in directing critical or abusive comments at another person or group. For example, someone makes an abusive comment on your social media page and suddenly 10 other users are making comments.