

## Senior Sport Marketing Officer

Job Ref: REQ220859

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

Loughborough University is the Times and Sunday Times **Sports University of the Year 2022** and has a global reputation for sporting excellence.

With world records set on campus, the highest student participation in sport and sport volunteering in the country, over 60 sports clubs, world-class facilities which elite athletes choose as their training base and multiple Olympic, Paralympics and World Champions on our campus, Loughborough is the world's leading multi-sport environment.

Sport at Loughborough is a key pillar of the University strategy. This role will enhance Loughborough's world-class sporting profile, through leading, developing and implementing sector leading marketing plans to promote our athletes, sports teams, programmes, and events. Grow our global reach and reputation through outstanding digital content and media engagement, further enhancing the brand and profile of Loughborough Sport

### Job Description

**Job Grade: Management and Specialist Grade 6 (MA6)**

#### Areas of responsibility:

- Lead the development and activation of a rolling 12-month plan to ensure first-class and wide-reaching coverage of key sporting programmes, events and sporting profile opportunities across digital platforms and the media.
- Lead and inspire the Sports Marketing Assistant to deliver excellent content and build strong University wide relationships to embed key sports output across the whole University network.
- Own the budget for key campaigns, maximising output, impact and effectiveness. Monitor the sports environment for 'best-in-class' activity and incorporate the latest digital trends and platforms, to constantly evolve our output and grow engagement levels.
- Be the lead marketing and comms advisor for volunteers, teams and departments across Loughborough Sport. Translating requests and briefs into deliverable content plans and monitoring and reporting on their impact.
- Ensure consistent use of the Loughborough Sport brand, including overseeing production and liaising with suppliers for materials produced, such as the website, digital assets, social media, printed materials, marketing collateral, sports kit, merchandise and sports facilities.

#### Duties and Responsibilities

- Lead the marketing and promotion of key sports clubs, including raising awareness of the club's activities within the media, generating attendance at home matches, engaging and retaining commercial sponsors, branding, social media, e-newsletter and website content, marketing collateral and fan merchandise.

- Ensure regular and engaging content for the Loughborough sports clubs, Loughborough Lightning and sports programmes social media channels is planned, produced and monitored for effectiveness, to ensure the channels always remain relevant and on trend.
- Lead the promotion of internal and external events, campaigns and offers and monitor campaign effectiveness.
- Measure the impact, engagement and effectiveness of all marketing and communications activities including keeping up to date with developments in the sector and in the commercial environment. Utilise current digital trends and provide insight and recommendations to inform campaigns across all sports and departments.
- Lead on the maintenance and development of key areas of the Loughborough Sport website
- Lead the production of internal and external e-newsletters, including mailing lists, promoting events and activities, providing engaging and segmented content, and monitoring effectiveness.
- Lead the development of new and interactive digital content for marketing campaigns and growing the impact, engagement and scale of all our Loughborough sport social media channels
- Be the marketing expert for key Sports Development Centre staff and student volunteers on matters relating to marketing, ensuring marketing objectives are reached and professional brand standards, partner brand guidelines and key messages are maintained
- Build, develop and maintain strong relationships with wider University departments, key partners and the sports and media industry.
- Any other duties commensurate with the grade

### **Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

### **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

It will be necessary, on occasions, for the postholder to work outside normal working hours including some work in the evenings and at weekends.

### **Organisational Responsibility**

Reports to the Sport Marketing and Communications Manager

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

| Area  | Criteria   | Stage   |     |
|---|--|---|-----|
| Experience  | Proven track record of successfully implementing effective and engaging marketing campaigns                    | 1,3   |     |
|   | Managing and developing websites, including content management systems.  | 1,3   |     |
|   | Overseeing and producing digital and printed marketing collateral.   | 1,3   |     |
|   | Effective use of a wide range of communication tools, especially across digital platforms                      | 1,3   |     |
|   | Successfully work with internal and external marketing project teams to deliver projects                       | 1,3   |     |
| Skills and Abilities  | Excellent verbal and written communication, interpersonal and negotiation skills.                              | 1,2,3   |     |
|   | Strong organisational and time management skills to prioritise workloads and meet deadlines.                   | 1,3   |     |
|   | Develop effective relationships with people at all levels.   | 1,3   |     |
|   | Excellent written English and copy writing abilities.  | 1,2,3   |     |
|   | Ability to deal with multiple requests and resolve complex situations in an agile and solution focused manner. | 1,3   |     |
|   | Methodical approach and good attention to detail.  | 1,3   |     |
|   | Ability to work within a team and on your own initiative.  | 1,3   |     |
|   | Strong IT skills and familiar with using Microsoft Office, CMS, Adobe Creative Suite                           | 1,2,3   |     |
|   | Qualifications   | Educated to degree level in marketing or business related subject.  | 1,3 |
|   |  | A marketing or communications related degree or industry recognised qualification or substantial relevant experience. | 1,3 |
|   | Training   | Evidence of having undertaken further training.   | 1,3 |
|   | Other  |   | 1,3 |
| Willingness to work outside normal working hours including some work in the evenings and at weekends. |  | 1,3   |     |
| A passion and keen interest in sport.   |  | 1,3   |     |
| A commitment to observe the University's Equal Opportunities policy at all times.                     |  | 1,3   |     |

### Desirable Criteria

| Area       | Criteria                        | Stage |
|------------|---------------------------------|-------|
| Experience | Project management.             | 1,3   |
|            | Experience of brand guidelines. | 1,3   |

|                              |   |       |
|------------------------------|---|-------|
|                              |   | 1,3   |
| Skills and Abilities         | Video and photography skills.                           | 1,2,3 |
| Education and Qualifications | A recognised marketing or communication qualification.  | 1,3   |
| Other                        | An understanding of the structure of sport in the UK.   | 1,3   |
|                              | A good understanding and awareness of University sport. | 1,3   |

## Conditions of Service

The position is full time and open ended. Salary will be on Management and Specialist Grade 6 (£31,406 - £40,927 per annum) at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for grades 1 to 5 staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

## Application

The closing date for receipt of applications is **14 August 2022**.