

Sport Marketing Officer

Job Ref: REQ231161

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 developing and implementing impactful marketing plans to promote our athletes, sports teams, programmes, and events. You will be integrated into key sports teams and programmes ensuring first class coverage, building our reputation through outstanding marketing content, social media output and press and media engagement.

Job Description

Job Grade: Administrative Services Grade 5 (AD5)

Areas of responsibility:

- Be the first point of contact for allocated sports and programmes for all matters relating to media, marketing and promotion of their programmes. Become fully embedded in the inter disciplinary team that runs each of those programmes. Creating deliverable content plans, developing and supporting their digital and social output and monitoring and reporting on campaign impact.
- To enhance and deliver the communication of the sporting offer to potential and existing students, parents, staff and partners via the Loughborough Sport marketing and communication channels.
- To lead, implement and manage the delivery of key activities to increase the Loughborough Lightning franchise and other national league team audiences through regular and engaging content, media opportunities and PR content.
- To 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, grow engagement levels and advise on best practice.
- Ensure that marketing-based sponsor activations and coverage with key sports teams is impactful and engaging, meeting our partners objectives.
- To manage and train our media and marketing volunteers to create a vibrant support team embedded within allocated sports and programmes, delivering content to a clear plan.
- Support our media and marketing volunteers within our sports programmes to upskill them to produce content at the very highest level.

Duties and Responsibilities

- 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.
- Lead the marketing and promotion of allocated Loughborough Lightning franchises and national league teams, including raising awareness of the club's activities within the local community and local media, generating attendance at home matches, engaging and retaining commercial sponsors, branding, social media, e-newsletters and website content, marketing collateral and integrating partner comms.
- Ensure regular and engaging content for the Loughborough Sport and Loughborough Lightning social media channels is planned, produced and monitored for effectiveness. Taking the very best content from allocated sports to celebrate excellence across our broader channels.
- Co-ordinate the communication of internal and external events, campaigns and offers and monitor campaign effectiveness.
- Regularly 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, including content management, and optimising the website structure and building capacity through training of colleagues and student-volunteers.
- 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 Senior Sport Marketing Officer.

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 and communication campaigns	1,3
	Proven track record of creating engaging and effective press releases and match reports	1,3
	Managing and developing websites, including content management systems.	1,3
	Managing professional social media accounts across multiple channels and proven track record of producing stand-out content, understanding of latest social trends / platforms and growing an engaged audience	1,3
	Producing digital and printed marketing collateral.	1,3
	Effective use of a wide range of communication tools, 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 A level or equivalent	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 Operational Services Grade 5 (£27,979 - £32,982 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/>