

Multi-Media Content Officer

Job Ref: REQ240719

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Administrative Services Grade 5

Job Purpose

This is an exciting and unique opportunity to work with elite athletes, National Governing Bodies, world-recognised sporting organisations and leading professional sports clubs. You will help promote our outstanding sporting offer, sports ecosystem, commercial partners and events to continue to build our outstanding reputation.

The role will contribute to the work of the Loughborough Sport Marketing team by supporting the planning and creation of media content with a particular focus on videography and photography to promote and enhance the University's reputation, for Sport, at local, national and international level. You will also have a responsibility in supporting Loughborough Lightning Netball who have been successful in tender to participate in the relaunched Netball Super League 2025.

Job Duties

The ideal candidate should excel in photography and videography, be adept at social media and be passionate about crafting engaging and diverse content.

General:

- To conceptualise, plan and manage multi-media projects from start to finish ensuring timely delivery and high-quality campaign outcomes whilst upholding brand messaging and voice.
- Contribute to broader initiatives and activities undertaken by the Loughborough Sport Marketing Team to deliver the Marketing Strategy
- Support with the identification of current digital and social media trends to gain exposure and stay on trend with activity
- Monitor digital activity and campaigns and engagement levels with them
- Work with the marketing team to plan, execute and deliver engaging content. Proactively identify and pursue story ideas for all digital platforms that showcase areas including but not limited to Loughborough Sporting experiences, world-class facilities, and commercial activity.
- Support the marketing and communications output for Loughborough Lightning Netball and work closely with the team to capture and produce content promoting the franchise and Loughborough Lightning's progress in the Netball Super League.

Videography:

- Lead the creation of first-class video content across Loughborough Sport digital platforms including, but not limited to, Instagram, Facebook, X, LinkedIn, TikTok, YouTube and website.
- Ensure a mix of short-form and long-form content is utilised across our platforms for various outputs such as highlight reels, event promotion, and interviews.

- Measure campaign success and develop regular updates and reports for colleagues where required.
- Lead on Loughborough Sport's YouTube, website video with a consistent stream of content and help oversee all channel's growth and management.
- Where required, support commercial filming requests with the wider PR team.

Photography:

- Support photography requests across Loughborough Sport and Loughborough Lightning Netball following creative briefs.
- Maintain and manage Loughborough Sport's photography database ensuring efficient filing and labelling.
- Where required, responsible for providing live photo drops and imagery at events to support digital channel output.
- Oversee the Loughborough Sport freelance photographer database and manage relationships.

Any other duties commensurate with the grade.

Special Conditions

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

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 commitment to the University's Equity, Diversity, and Inclusion policies at all times.

Organisational Responsibility

Reports to: Head of Sport Marketing

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	Experience in a videography and photography role	1,3	
	Experience of filming and editing video content for a public audience	1,2,3	
	Experience of working individually and as part of a team	1,3	
	Proven track record of producing stand-out content across multiple digital platforms.	1,3	
Skills and abilities	Current and relevant knowledge of digital content creation and social media use in sport	1,3	
	Excellent filming, editing and proofing skills	1,2,3	
	Proficiency in video and photo editing software	1,2,3	
	Proficient in the use of Adobe Creative Suite	1,2,3	
	Excellent interpersonal, organisational, oral and written communication skills	1,3	
	The ability to build, nurture and maintain a network of contacts both within and outside the University	1,3	
	Able to plan, prioritise and work independently and to deal with unforeseen problems and circumstances effectively	1,3	
	Able to work under pressure and meet competing deadlines	1,3	
	Well-developed problem-solving skills, using initiative and judgement in more complex situations	1,3	
	Flexibility and the ability to adapt to a changing work environment	1,3	
	Able to work with accuracy and attention to detail	1,2,3	
	Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1,3
	Qualifications	A level education or equivalent	1,3
GCSE Grade C or equivalent in English and Mathematics		1	
Other	Willingness to work outside normal working hours including some work in the evenings and at weekends.	1,3	
	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1	
	Understanding of the HE Sector	1,3	
	A passion for sport.	1,3	

Desirable Criteria

Area	Criteria	Stage
Experience	Experience within the sports industry.	1,3
	Experience within the University sector.	1,3
	Experience of dealing with people in a variety of complex and difficult situations	1,3
Skills and Abilities	A good understanding and awareness of University Sport	1,3
	Project Management	1,3
	Sport Photography Skills	1,2,3

Conditions of Service

The position is a full-time, open-ended post. Salary will be on [Administrative Services Grade 5](#) (£27,979 – £32/982) 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 Staff Grades 1-5, 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 equity 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/>