

## Sport Marketing Officer (Lightning Netball)

Job Ref: REQ251063

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**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

Loughborough University is home to Loughborough Lightning Netball, three-time Netball Superleague champions. With an impressive track record and a reputation for excellence, Lightning delivers thrilling matchday experiences both on campus and at the iconic Motorpoint Arena in Nottingham.

Driven by a renewed fan-focused culture and a thriving community programme, Lightning is more than a team—it's a movement. Whether on the court or in the community, Lightning is inspiring the next generation of netball talent and fans.

### Job Description

#### Job Grade

Administrative Services Grade 5 (AD5)

#### Job Purpose

This role will be to work within the Loughborough Sport Marketing team, with a focus on marketing delivery activities for the Loughborough Lightning Netball Super League home fixtures. The role also involves general marketing and graphic design support for Loughborough Sport's other sport marketing and commercial partnership activities. This role plays a key part in enhancing Loughborough's world-class sporting profile and our reputation for the quality marketing and communication of sporting events.

#### Key Tasks

##### Marketing

- Work closely with the Marketing Manager – Programmes to lead, implement and manage a range of multi-channel marketing activity across both the Loughborough Lightning Netball franchise and other sporting programmes from Loughborough Sport.
- Design and develop commercially-driven, lead-generating marketing campaigns for Loughborough Sport and Loughborough Lightning Netball, engaging with and increasing audiences through regular and relevant content.
- Ensure that marketing-based sponsor activations and coverage is impactful and engaging for fans, and meets our partner's objectives.
- Copywriting and graphic design work across platforms such as email campaigns, social media channels, printed collateral and website content

- Support the build and management of a marketing CRM system for Loughborough Sport, including setting up automated workflows, create communications and web content, managing data and extracting insight and analysis.
- Liaise with freelance photographers, videographers and designers to brief in and develop creative campaign assets, as well as using tools such as Adobe Cloud to create graphic content as needed.
- Create and maintain in-season rolling marketing plans for Loughborough Lightning netball, working with key stakeholders to develop insight-led, commercially-driven strategies.
- Source, write and publish match reports, news stories and fan communications
- Produce updates to the Lightning microsite and Loughborough Sport web pages
- Work with internal stakeholders to ensure brand consistency across all platforms and channels
- Build community engagement and visibility around the Loughborough Lightning netball franchise through outreach, events, match day support
- Work with key stakeholders to create and implement targeted ticketing campaigns to drive ticket sales
- Support with the management of Marketing, Media & Communications Volunteers (MMCs) from Loughborough's Coaching and Volunteering Academy
- Evaluate performance of marketing campaigns, providing regular reporting on impact and engagement
- Attendance at home and away NSL fixtures to co-ordinate marketing delivery with MMCs, freelancers, the Multi-Media Content Officer and the Marketing Manager-Programmes
- Build, develop and maintain strong relationships with wider University departments, key partners and the sports and media industry.
- To work flexibly across the Sport Marketing team to support the delivery of other performance and national league campaigns, where necessary.

## **Duties and Responsibilities**

### **Marketing**

- Create deliverable multichannel content plans incorporating digital and social output, printed materials and integrating partner communications.
- Ensure regular and relevant content for the Loughborough Sport and Loughborough Lightning social media channels is planned and produced, which both engages the current fan base and new audiences.
- Source, write and produce news and digital content aimed at external audiences e.g. match reports, newsletters and email communications.
- Raise awareness of Lightning Netball's events and activities within the local community and local media, generating attendance at home matches
- Ensure consistent use of the Loughborough Sport and Loughborough Lightning brand, including overseeing production and liaising with suppliers for materials produced, such as the website, digital assets, social media, printed materials and marketing collateral.
- Support our media and marketing volunteers to upskill them to produce content at the very highest level.
- Regularly measure the impact, engagement and effectiveness of marketing activities and campaigns, including keeping up to date with developments in the sector and in the commercial environment.
- Build, develop and maintain strong relationships with wider University departments, key partners and the sports and media industry.

### **General**

- To provide cover for other colleagues in the Sport Marketing team at busy times and in cases of absence.
- To ensure compliance with relevant University policies and procedures.
- To undertake any training and development deemed appropriate for the position by the School Operations Manager and the relevant line manager.
- To attend team and other necessary meetings and contribute as appropriate.
- To undertake other duties, commensurate with the grade, as may reasonably be required.

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

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

The post holder may be required to provide a satisfactory disclosure statement (see <http://www.homeoffice.gov.uk/agencies-public-bodies/dbs/>) for more details.

## **Organisational Responsibility**

Reports to - Amy Williams, Marketing Manager - Programmes, Loughborough Sport.

## 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 of working as part of a team.                                                                                                   | 1,3   |
|                              | Experience of marketing and promoting a range of events.                                                                                   | 1,3   |
|                              | Experience of developing original copy and content for communications and promotional collateral.                                          | 1,3   |
|                              | Experience of managing external agencies and freelance working relationships                                                               | 1,3   |
|                              | Experience using graphic design platforms (e.g Adobe Creative Cloud) to produce marketing graphics                                         | 1,3   |
| Skills and abilities         | Excellent communication skills both written and verbal.                                                                                    | 1,3   |
|                              | Excellent graphic design skills                                                                                                            | 1,3   |
|                              | Highly developed copywriting ability, proofing and editing skills                                                                          | 1,2,3 |
|                              | Current and relevant knowledge of digital communications and social media use                                                              | 1,3   |
|                              | Outstanding interpersonal skills to be able to build rapport with a range of colleagues and customers and negotiate on behalf of a client. | 1, 3  |
|                              | Exceptional organisational, planning and project management skills                                                                         | 1,3   |
|                              | Ability to work cooperatively, flexibly and with independent initiative to meet deadlines.                                                 | 1,3   |
|                              | Ability to prioritise workload effectively to meet deadlines and make decisions.                                                           | 1,3   |
|                              | Ability to approach a task methodically and skilled in paying attention to detail.                                                         | 1,2   |
|                              | Able to deal with and resolve complex situations, seeking solutions under pressure.                                                        | 1,2,3 |
| Education and Qualifications | A levels or equivalent qualification or relevant work experience                                                                           | 1,3   |
| Training                     | Willingness to undertake further training as required.                                                                                     | 1,3   |
|                              | Evidence of continuing professional development                                                                                            | 1     |
| Other                        | Willingness to work irregular hours as necessary (including evenings and weekends on a regular basis).                                     | 1,3   |
|                              | Enthusiasm and a keen interest in sport.                                                                                                   | 1,3   |
|                              | Previous work experience in a sport environment, preferably a Sports Club                                                                  | 1, 3  |
|                              | Familiar with Microsoft Office (particularly MS Teams, Word, Excel).                                                                       | 1,3   |
|                              | Commitment to observing the University's Equal Opportunities policy at all times.                                                          | 1,3   |

### Desirable Criteria

| Area                         | Criteria                                                                                                                                 | Stage |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Skills and abilities         | An understanding of computer programmes and management information systems and the ability to effectively utilise available information. | 1,3   |
|                              | An understanding of university sport.                                                                                                    | 1,3   |
|                              | Use of finance management system.                                                                                                        | 1,3   |
| Education and Qualifications | Recognised qualification in Sport/Leisure Management.                                                                                    | 1,3   |
|                              | Degree level or equivalent qualification or relevant work experience                                                                     | 1,3   |

### Conditions of Service

The position is full time and open ended. Salary will be on [Administrative Services Grade 5](#), 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 equity and celebrates diversity and inclusion 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/>