

Head of Campaigns and Communications

Job Ref: REQ251078

School/Department summary:

Loughborough Sport is the overarching sport and physical-activity department of Loughborough University. It covers a wide spectrum: elite performance sport, recreational sport, coaching and volunteering, facilities, student clubs, and inclusive programmes.

Job Description

Job Family and Grade: MA7

Job Purpose

Elevate Loughborough Sport's reputation through the development and delivery of an integrated campaigns and communications strategy that strengthens our reputation as a global university for sport, deepens audience engagement and amplifies the impact of our people, programmes, partnerships and exceptional achievements

Job Duties

Shape and deliver high-impact campaigns that celebrate success across performance participation, professional sport and all partnerships – ensuring a consistent, compelling narrative that connects internal and external audiences to the Loughborough Sport brand and the University's wider strategic ambitions

- Develop and implement a cohesive campaigns and communications strategy
- Work in close collaboration with the Heads of Commercial to ensure campaign activity supports brand growth, audience reach and commercial objectives
- Lead the articulation and protection of the Loughborough Sport brand, ensuring consistency of voice, tone and visual identity
- Oversee audience insight and evaluation to measure engagement, reach and impact
- Plan and deliver integrated campaigns across digital, social, media and print channels
- Drive storytelling excellence, ensuring content reflects the breadth of sport at Loughborough
- Lead the implementation of a CRM system as part of Loughborough Sport's approach to strategic relationship marketing
- Lead cross-functional campaign planning, ensuring consistent messaging and alignment with commercial, events and operational priorities
- Leads all aspects of internal and external communications, including media relations, stakeholder communications and crisis response
- Build and maintain strong relationships with the University's central communications team, national media and sporting NGBs
- Oversee digital strategy, including website, social media and content channels

- Provide clear leadership to campaigns, communications and digital marketing, building a collaborative and high performing culture

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 outlined in the document.

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 Equity, Diversity and Inclusion procedures at all times. Duties must be carried out in accordance with relevant Equity & Diversity legislation and University policies/procedures.

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

Person Specification

Your application will be assessed based on the essential and desirable criteria listed below.

Applicants are strongly encouraged to explicitly demonstrate how they meet each essential (and desirable) criteria at the application stage. The criteria that you need to demonstrate in your application will be listed as Stage 1 in the table below.

Stages of assessment are as follows:

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

Essential Criteria

Area	Criteria	Stage
Experience	Significant experience in leading campaigns and communications at a strategic level, ideally within sport or a high-profile brand	1,3
	Experience in managing reputational risk, media relations, and crisis communications.	1,3
	Experience in commissioning creative content, including video, design, and storytelling assets.	1,3
	Experience in managing budgets and resources effectively.	1,3
Skills and abilities	Proven ability to develop and deliver integrated audience focussed campaigns the deliver measurable impact	1,3
	Strong understanding of brand strategy, reputational management and digital engagement	1,3
	Proven track record of excellent storytelling, copywriting and editorial judgement skills	1,3
	Confident working with senior stakeholders and representing the organisation externally	1,3
	Strong leadership experience, including managing teams and collaborating across departments to align messaging and priorities.	1,3
	Excellent written and verbal communication skills, with the ability to tailor content for diverse audiences and channels.	1,3
	Commitment to Equity, Diversity and Inclusion	1,3
	Proven ability of understanding digital communications, including social media, content strategy, and emerging platforms.	1,3
Training		
Qualifications	Degree or equivalent in sport management, leisure or a related field	1
Other		

Desirable Criteria:

Area	Criteria	Stage
Experience	Experience of setting up new large-scale initiatives	1,3
	Experience in using data and analytics to inform campaign planning	1,3

Skills and abilities	Strong understanding of the UK sport system	1,3
Qualifications		

Conditions of Service

The appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and the way we work at Loughborough. The University promotes the values of being **Adventurous**, **Collaborative**, **Creative**, **Authentic** and being **Responsible**. All employees are expected to demonstrate these values in the workplace.

For more information, please refer to our [vision and values](#).

Our Accreditations



We 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.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared themselves with a disability, provided they meet the essential criteria for a role. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.

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.