ABOUT LOUGHBOROUGH UNIVERSITY

SPORTS DEVELOPMENT CENTRE

SPORT MARKETING & EVENTS INTERN
Ref: REQ15725

September 2015

About Loughborough
Loughborough is the principal town of Leicestershire’s Borough of Charnwood and a prominent high-technology centre for the East Midlands. Situated at the centre of a triangle formed by Derby, Nottingham and Leicester, Loughborough enjoys easy access from the M1 and East Midlands Airport, and is only 90 minutes by fast rail link from London St Pancras.

Loughborough University, with over 3,000 staff and in excess of 16,000 students, has an impressive and pleasant campus to the west of Loughborough. It has recently acquired a substantial new area which adds another 163 acres to the campus, making the Loughborough campus one of the largest in the country at 437 acres. Over 5,000 students live in halls of residence on or near the main campus.

The Sports Development Centre
Loughborough University is renowned for sport. Complementing the academic departments involved in sport, with their reputation for excellence in research and teaching in sports contexts, the Sports Development Centre (SDC) facilitates all other sports operations with which the University is involved.

Nowhere in this Country is there a greater concentration of world class sports training facilities, including everything from the National Cricket Academy, Indoor Athletics Centre, 50m Olympic-sized Swimming Pool and Powerbase Gym, to a range of Sports Halls and Pitches for both specialist and multi-sport uses for all levels of performance. All facilities have times allocated for student clubs and general public use, as well as supporting some of the country’s top athletes.

The SDC employs a number of highly qualified coaches and supports Loughborough's sports teams and individual athletes performing in National and International level competitions, in the British University Colleges Sport (BUCS) Championships and other competitions. Through the SDC, Loughborough University operates in partnership with, and hosts on the campus, several Sports’ National Governing Bodies, the English Institute of Sport, and a number of other influential sports organisations.

Recreational Sport is equally important at Loughborough and there is a popular ‘My Lifestyle’ programme of recreational sport opportunities for sports enthusiasts of all levels and abilities. The SDC also operates the country’s largest recreational Intramural Hall Sport Programme for those students who enjoy being part of a team with an element of competition, but without serious training. The Intramural Sport (IMS) programme comprises 35 competitions in 26 different sports providing opportunities and encouragement for students in and out of Hall to take part in a wide range of activities for fitness, fun and inter-hall rivalry.

About the Role
The Sport Marketing and Events Intern position will contribute to the marketing and events activities of Loughborough Sport, whilst developing their skills, knowledge and expertise in a professional environment.
JOB DESCRIPTION

Salary: £16,131 per annum

Department: Sports Development Centre (SDC)

Responsible to: Sport Digital Marketing and Communications Officer

Job Purpose: To support the promotion and delivery of sporting events and fixtures – through marketing and communication activities - for the Sports Development Centre and Loughborough Sport.

Key Tasks

- To assist in the successful delivery of Loughborough Sport events and fixtures through promotion, marketing and communication activities.

- To support the development and growth of the Loughborough Sport marketing channels, including social media, e-newsletters, website traffic and media engagement.

- To support the day-to-day requirements of the marketing team and business development & events team in the Sports Development Centre.

Duties and Responsibilities:

- To support the development and delivery of the Sports Development Centre’s events strategy through the provision of a marketing and communications service.

- To assist in the delivery of communication and marketing campaigns for sporting events and other activities associated with Loughborough Sport, the University and wider partners.

- To be pro-active in assisting colleagues with the logistics and organisation of sporting events and fixtures, to include pre-event planning, attendance on the day, and supporting post-event evaluation.

- To assist in the co-ordination of event stewardship for key sponsors and other commercial related activity

- To ensure Health and Safety regulations are observed in respect of all activities and the necessary documentation is completed and retained.

- To support the production of specific Loughborough Sport online and printed materials, products and resources, created to promote and enhance events and fixtures.

- To support web site and social media activities, including monitoring performance, and optimising effectiveness.

- To monitor use of the Loughborough Sport brand and associated guidelines, ensuring that online, print and physical applications of the brand are correct.

- To support and organise the online sport photography and video database, including the equipment.

- To contribute to the maintenance and growth of key contact databases for Loughborough Sport.

- To work with student volunteers and support the development of the marketing strand of the Coach and Volunteer Academy.
• To undertake other duties as may be reasonably requested and that are commensurate with the nature and grade of the post.

**Special Conditions**

This post is only available to recent Loughborough University graduates.

It will be necessary, on occasions, to work outside normal working hours including some work in the evening 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 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.
PERSON SPECIFICATION

Job Title: Sport Marketing and Events Intern

Salary: £16,131 per annum

Department: Sports Development Centre

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<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
<th>Stage to be assessed</th>
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<tr>
<td>Experience</td>
<td>Previous experience of marketing, communicating and promoting a range of events.</td>
<td>Knowledge of marketing principles and the marketing mix.</td>
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<td>Experience of working as part of a team in an office environment.</td>
<td>Experience of working on the delivery and promotion of sports events.</td>
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<td>Experience of using social media.</td>
<td>Experience of basic video editing.</td>
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<td>Experience of web content management systems.</td>
<td>An awareness of the sport sector.</td>
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<td>Skills and Abilities</td>
<td>Excellent communication and interpersonal skills.</td>
<td>Ability to use Adobe Photoshop.</td>
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<td></td>
<td>Strong organisational and time management skills to prioritise workload and meet deadlines.</td>
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<td></td>
<td>Develop effective relationships with people at all levels.</td>
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<td></td>
<td>Good written English and copy writing abilities.</td>
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<td>Ability to deal with requests and resolve complex situations.</td>
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<td>Methodical approach and good attention to detail.</td>
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<td>Ability to work within a team and on your own initiative.</td>
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<td>Strong IT skills and familiar with using Microsoft Office.</td>
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<td>Training</td>
<td>Willingness to actively participate in continuing professional development.</td>
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<td>Education &amp; Qualifications</td>
<td>Please note that this post is ONLY available to anyone who has recently achieved an undergraduate degree from Loughborough University.</td>
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### Other

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<th>Willingness to work outside normal working hours including some work in the evenings and at weekends.</th>
<th>An understanding of the working practices of University sport and the roles of the Athletic Union.</th>
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<td>A passion and keen interest in sport.</td>
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<td>A strong interest in developing a career in a sports marketing and events.</td>
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<td>A commitment to observe the University’s Equal Opportunities policy at all times.</td>
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### Stages in assessment:

1. Application Form (at shortlisting), 2. Test, 3. Interview.

### Conditions of Service

The appointment will be on a **full time, fixed term** for one year contract, with an option to take on a second year based on satisfactory performance on **Administrative Services Grade 3 (£16,131 per annum)**.

The appointment will be subject to the University's normal Terms and Conditions of Employment for **Operational and Administrative** staff, details of which can be found at:

[http://www.lboro.ac.uk/services/hr/a-z/conditions-of-service.html](http://www.lboro.ac.uk/services/hr/a-z/conditions-of-service.html)

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](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](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/](http://www.lboro.ac.uk/services/hr/athena-swan/)

### Informal Enquiries

Informal enquiries should be made to **Josh Hardy, Sport Digital Marketing and Communications Officer** ([J.Hardy2@lboro.ac.uk](mailto:J.Hardy2@lboro.ac.uk)) or on +44 (0)1509 226123.

### Application

The closing date for receipt of applications is **Tuesday 20 October 2015**.

Interviews will be held on **Wednesday 11 November 2015**.

Job Match HB: RF16821