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| **Job Title** | Sport Marketing Officer |
| **School / Service** | East London Sport |
| **Grade and Salary Range** | Starting from £29,798 per annum, inclusive of London Weighting |
| **Location and Hybrid working status** | Docklands Campus – SportsDock |
| **Reporting to** | East London Sport Marketing and Communications Manager |
| **Liaison with** | Students, colleagues from schools and services, Student Union Corporates, public members, and host clubs |
| **Contract type** | Permanent, full-time |

Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**JOB PURPOSE**

The purpose of this role is to contribute to the development of the marketing plan and take ownership of its delivery across a range of online, offline, owned and paid channels. This is a delivery focussed role, working across the whole customer journey. You will play a key role in driving awareness, increasing conversion and ensuring retention of students, staff members and the public. You will work with several teams and stakeholders, requiring a collaborative approach to achieving results.

**KEY DUTIES AND RESPONSIBILITIES**

All duties and responsibilities are at the direction of the Marketing and Communications Manager and are set out below. The post holder is expected to conduct themselves professionally at all times and perform the duties and responsibilities of the job description to the required standard.

* Own and deliver marketing plans across online and offline channels to a range of audiences including students, staff and the public.
* Develop engaging and impactful copy to support a range of promotional activities.
* Maintain and create engaging content for social media channels with a particular focus on video.
* Create targeted email communications using Microsoft Dynamics.
* Maintain and update the website and intranet.
* Ensure all internal communications are up to date and display space is managed effectively.
* Brief and manage photographers and videographer to capture promotional content, including planning and leading media days.
* Brief and work with our media agency to create social media communications, and online and offline advertising campaigns.
* Manage and continually monitor campaign activity, responding to market needs and adjusting where necessary, including reviewing against competitor campaign activity and ensuring key stakeholders are updated.
* Work with teams and stakeholders across the company.
* Develop and maintain an understanding of the East London Sport, SportsDock and UEL offering.
* Support the Marketing and Communications Manager on projects to increase the profile of East London Sport and SportsDock.
* Ensure compliance with GDPR.

In addition to the responsibilities listed above, the job holder may be required to perform other duties as assigned by the Marketing and Communications Manager.

**Soft Skills**

* Meticulous attention to detail and high levels of accuracy.
* Excellent time-management skills and ability to multi-task.
* Focused on meeting deadlines and goals (both internal and external).
* Self-starter, independent.
* Creative thinker and problem solver; looks for better ways of doing things.
* Drive, determination, enthusiasm and willing to ‘go the extra mile’.
* Support fellow team members to achieve deadlines within and beyond your own area of responsibility.
* Attend and contribute to team meetings, ensuring that your experience is shared with the wider team.

*Working Shift: Monday to Friday core hours: 0900 to 1700*

*Evening and weekend work for some projects required, with time to be taken back in lieu*

*Flexibility in working patterns needed to support staff holidays, weekend events and other hours as directed by the Marketing and Communications Manager*

**PERSON SPECIFICATION**

**KNOWLEDGE, SKILLS AND EXPERIENCE**

**Essential**

* Experience in a marketing role.
* Experience creating engaging content and copy across a variety of online and offline channels.
* Experience creating video content for social media.
* Good understanding of data segmentation, targeting, and analysis.
* Good technical and analytical skills, and competent with data analysis in particular.
* Competent using Microsoft products, particularly Excel.
* Experience using email delivery software and marketing automation.

**Desirable**

* Experience using Microsoft Dynamics.
* Experience in meeting non-financial KPIs, such as event attendance, participation and engagement.
* Experience working with third party agencies.
* Experience using Canva, Capcut, or other photo/video editing software.
* Marketing experience within a sport, gym, or membership-based commercial environment.

**COMPETENCIES REQUIRED**

* Excellent standard of written English and the ability to communicate effectively at all levels.
* Good listening, analysis, and problem-solving skills, with the ability to understand problems and seek solutions.
* Experience of planning, prioritising, and organising your own work and proactively working with others to achieve team objectives.
* Understanding and interest in the health and fitness industry.
* Commitment to and understanding of equality and diversity issues within a diverse and multicultural environment.
* Creative and innovative.
* Able to work unsocial hours as required.

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

**Essential**

* At least 3 A Levels/NVQ Level 3, or equivalent, in Marketing, Communications, or a related subject.

**Desirable**

* Degree in Marketing, Communications, or a related subject.
* CIM qualification.

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!