

Job Title:	UELSports Marketing and Communications Manager
Grade:	E
Service:	UELSports
Work Base:	SportsDock
Hours of Work:	Full time
Responsible to:	Director of Sport
Responsible for:	Sales and Marketing Assistant
Relationships and Contacts:	Students Staff School, Services and Students Union Corporates Public members and host clubs

Role Summary:

To manage and coordinate all the SportsDock and UELSports marketing and communications activities both internally and externally of the university.

Main Duties:

1. Manage the UELSports/SportsDock marketing budget
2. Lead the development and implementation of a marketing plan for UELSports and SportsDock to support the achievement of targets in the overall UELSports strategy.
3. Lead marketing and promotional activities for UELSports and SportsDock in consultation with the Director of Sport.
4. Line manage the Sales and Marketing Assistant.
5. Manage a team of volunteers to execute parts of the UELSports communication plan.
6. Deliver a professional marketing consultancy to all UELSports staff. Liaise and guide colleagues to ensure UELSports marketing and communications strategy is successfully implemented.
7. Work across the different UELSports service areas to co-ordinate and implement day to day marketing requirements.
8. Produce hard copy and digital marketing requirements that promotes UELSports and SportsDock key messages.

9. To direct and co-ordinate with the High Performance Sports Manager the communications programme and recruitment strategy around the UELSports Scholarship Programme.
10. Liaise with appropriate colleagues across Corporate Communications, Marketing, Alumni, Print, Design and others; to implement an integrated marketing and awareness campaign.
11. To ensure UELSports and SportsDock continue to increase their presence/impact across the media spectrum.
12. Liaise with external business and agencies to maximise relationships for commercial and promotional benefits.
13. Assist Director of Sport in increasing revenue for UELSports and SportsDock through marketing, sponsorship and commercial opportunities.
14. Continually update both UELSports and SportsDock websites to ensure they remain accurate and relevant.
15. Planning, implementation and evaluation of marketing campaigns using the most appropriate marketing mix.
16. Contribute to the management and delivery of UELSports related events particularly the annual Sports Awards and Scholar Induction evening.
17. Develop the Customer Relationship Management System for both UELSports and SportsDock.

PERSON SPECIFICATION

POST: UELSports Marketing and Communications Manager

RESPONSIBLE TO: Director of Sport

CONTACT WITH: Students
Staff
School and Services
Students Union
Corporates
Public members and host clubs

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	ESSENTIAL/DESIRABLE
Educational qualifications and achievements	Degree in a related discipline; marketing, sport/leisure or communication (E) Professional qualification in digital marketing (D)
Knowledge and experience	At least 3 years of working in a marketing or sales based organisation within sport and leisure or higher education (E) Experience of delivering sales, memberships schemes and retention initiatives within sport and leisure facilities (E) Significant experience of developing and delivering social media strategies and campaigns (E) Experience of leading, managing and developing a team (E) Knowledge of design software and CRM systems (D)
Communication	Excellent communication and interpersonal skills with the ability to liaise effectively with a range of internal and external stakeholders (E) Good organisational skills and the ability to multi-task adhering to strict deadlines (E)
Planning and organising	Experience of planning, prioritising and organising your own work or resources to achieve agreed objectives within a sport and leisure context (E). Knowledge of developing and managing a marketing and communications plan (E)
Analysis and research	Experience of keeping data and records up to date and accurate, and delivering reports and analysis on marketing activities. (E)

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

Flexibility in working patterns needed to support staff holidays, weekend events and other hours as directed by the Director of Sport.