



Job Title: Sports Experience Officer (Events and Engagement)
Grade: 5
Salary: £23,715 to £27,929 per annum
Department: Sport & Active Life
Hours/Contract: Full time or job share considered, Permanent
Job Family: Management and Administration
Reference: 6353

Role Purpose

The Sports Marketing, Events and Engagement Officer is responsible for ensuring sports offerings are marketed and communicated to the University of Leicester community and its wider partners. Promoting inclusivity, inspiring students to be active and being able to monitor and show the impact of marketing strategies. A focus on organising and delivery key sporting events for the University of Leicester student community such as Varsity & Sports Awards.

Main Duties and Responsibilities

Marketing and Social Media

- Take responsibility for the creation, implementation and monitoring of marketing and social media campaigns with a student focus, with the aim of raising the profile of Sport & Active Life internally and externally.
- Coordinate the production and distribution of a range of printed marketing materials. Ensure that marketing materials are correct, relevant and utilised effectively. This includes the creation and capture of content as required.
- With the Sports & Active Life Team, annually review marketing strategies and how they align with the Commercial Strategy and wider Sport and Active Life five year plan.
- To work with and support the facilities team, Sports Experience Team and commercial team to ensure a full marketing plan is delivered across these areas.
- To help facilitate training with the wider Sport and Active Life team in social media.
- Maintain a network of contacts from internal and external stakeholders to draw on support to ensure maximum reach of audience is achieved.

Events and Engagement

- Supporting the planning, organisation and delivery of department-related events, including developing and maintaining an annual events calendar. This will include events such as Welcome Period, GIAG, Sports Awards and Varsity.
- Work closely with stakeholders to plan, organise and manage the delivery of events within agreed budgets, timescales and objectives.
- Working alongside the Team Leicester Sports Clubs and the Students' Union ensure that events are inclusive, high quality, and effectively showcase the University's sports offering.





- Use understanding of the departments and University's processes and systems to maximise the Sport and Active Life profile within the University.
- Work to boost the attendance of programmes and classes (Let's Do Leicester, Campus Leagues) by maintaining a pro-active marketing methodology.

Information and Advice

- Analyse, present and draw conclusions from the marketing sector to identify trends and problems.
- Feed suggestions and consultations into Sport & Active Life to be reviewed.
- Report to the relevant sports or marketing/communication teams on a regular basis or as required.
- Perform such other duties as may be necessary within the scope of the job to meet the needs of the Department as directed from time to time by Senior Management and/or the Director of Sports.

Internal and External Relationships

- Work closely with the External Relations Department to ensure Sport & Active Life work with the University as a high priority for student engagement.
- Working with members of the Sport Experience Team on the development and delivery of the University's aspirations for Sport, Health & Wellbeing – with a specific focus on marketing and engagement.
- Working in partnership with the Students Union to promote opportunities across the University.
- Close working with a number of professional services to ensure the timely resolution of problems: Estates, IT Services, Safety Services, Students' Union. These relationships will be characterised by leadership, persuasion and negotiation.
- Develop relationships with our Student Groups to help deliver quality events and engagement sessions whilst ensuring they are compliant.

Planning and Organising

- Accountable for planning and organising time and workload effectively, and ensuring that tasks/projects and areas of responsibility are completed on time and to the necessary standard.
- Plan and deliver marketing strategies with a focus on raising engagement within the Sport & Active Life channels.
- Significant contribution to the annual departmental/business plan.
- Ensure where possible, University planned Sports Experience plan is aligned with NGB plans, National strategies.





- Understand the relevant social media channels and marketing channels and utilise in a proactive manner to achieve maximum engagement.

Qualifications, Knowledge and Experience

Essential

- Educated to A Level or equivalent.*
- An understanding of social media channels and basic social marketing tools.*
- Experience of working in a sporting environment.
- Ability to create content.*
- IT literate with some knowledge and experience of using MS Office, Excel, PowerPoint and Outlook.*

Desirable

- Experience of working in an HE environment.
- Educated to Undergraduate Degree Level.
- An understanding of the structure of sport and sports and fitness marketing.*
- A sound sporting knowledge across a large variety of sports.

Skills, Abilities and Competencies

Essential

- Ability to create, monitor and review marketing campaigns.*
- Flexible approach to work and working hours.
- Good oral presentation and communication skills with a friendly and approachable manner.
- Good written communication skills.
- Motivated and enthusiastic to work in a sporting environment.
- Excellent ability to analyse large amounts of data and provide informative reports.
- An ability to work to tight deadlines with a varying workload.*

Desirable

- An ability to work effectively and successfully as part of a team.
- Experience of working in areas of Marketing and Engagement in a sport environment.
- An ability to work on own initiative.
- Good numerical skills.
- Some supervisory skills.

****Criteria to be used in shortlisting candidates for interview***





Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Equality and Diversity

We believe that equality, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

