UNIVERSITY OF LEICESTER

Job Summary

Job Title: Sports Experience Officer
Grade: 5
Salary: £27,241 to £31,861 per annum, pro rata if part time
Department: Sport & Active Life
Hours/Contract: Full time or job share, permanent
Job Family: Management and administration
Reference: 14159

Role Purpose

The Sport Experience Officer is responsible for delivering a high-quality, inclusive sport offer at the University of Leicester by coordinating programmes across participation, performance sport, events & engagement, and inclusion initiatives.

The role contributes to the University's Sports Strategy through the planning, delivery, and continuous improvement of sport programmes, student engagement activity, and partnerships. The post holder will work both independently and collaboratively to enhance participation, support student sport clubs and athletes, deliver key events, and use data and insight to improve the overall student sporting experience

Resources Managed

- Delivery responsibility for key programmes (e.g. Let's Do Leicester, Campus Leagues, performance initiatives, events)
- Support and supervision of student activators, volunteers, and club committees
- Responsibility for allocated budgets, funding streams, and partnerships (e.g. BUCS, NGBs, Sport England)
- Coordination of up to 40+ sports clubs and associated activity (shared responsibility)
- Use of facilities, systems, marketing channels, and equipment

Main Duties and Responsibilities

- Participation & Inclusion: Plan and deliver inclusive participation programmes (e.g. Let's Do Leicester, recreational sport, Campus Leagues) to increase engagement, wellbeing, and accessibility.
- Events Delivery: Plan, coordinate and deliver key sporting events (e.g. Varsity, Sports Awards, welcome activity, competitions), ensuring high-quality, inclusive experiences
- Engagement, Marketing & Communications: Develop and implement marketing campaigns, social media, and communications to increase awareness, engagement, and profile of sport.
- Performance Sport: Support the delivery of performance sport programmes including club development, athlete support, scholarship coordination, and stakeholder engagement.
- Partnerships & Stakeholder Engagement: Build and maintain relationships with Students' Union, NGBs, BUCS, University departments, and external partners.

Athena Swan Silver Award
Race Equality Charter Bronze Award
disability confident LEADER
LGBT+ 2020 - 2021 AWARDEE ORGANISATION
Stonewall DIVERSITY CHAMPIONS

- Operational Support & Compliance: Respond to enquiries, resolve issues, ensure health & safety, safeguarding, and policy compliance across all activities.

Insight, Data & Service Improvement: Monitor participation, analyse data, evaluate impact, and contribute to continuous improvement of programmes and services.

Internal and External Relationships

- Student sport clubs and student participants
- Students' Union and elected officers
- Sport & Active Life teams (facilities, experience, operations)
- University professional services (Estates, IT, Safety Services)
- National Governing Bodies, BUCS, Sport England
- Local clubs, schools, and community organisations

Planning and Organising

- Plan and prioritise own workload across multiple programme areas with minimal supervision
- Coordinate delivery of programmes, competitions, and events across the academic year
- Support planning and coordination of others (student workforce, volunteers)
- Deliver targeted marketing and engagement campaigns aligned to key periods
- Manage budgets and funding allocations where required
- Use insight, participation data, and feedback to inform future planning and improve service delivery
- Adapt plans in response to changing priorities and operational demands

Qualifications, Knowledge and Experience

Essential

- Educated to A-Level (or equivalent) or relevant experience.
- Experience working in a sport, events, or student engagement environment.
- Understanding of sports development principles and/or participation pathways.
- IT literacy including MS Office and digital platforms.
- Experience supporting delivery of programmes, events, or initiatives

Desirable

- Degree in sport, management, or related field
- Experience in Higher Education or student sport

- Understanding of UK sport structures and funding (e.g. BUCS, NGBs)
- Experience supporting performance sport or athlete development
- Experience in marketing, communications, or social media

Skills, Abilities and Competencies

Essential

- Strong organisation and time management across multiple workstreams
- Ability to work independently and use initiative to resolve problems
- Excellent communication and stakeholder engagement skills
- Ability to analyse data and produce reports to inform decisions
- Customer-focused approach with commitment to high-quality service
- Ability to manage competing priorities and meet deadline.
- Commitment to equality, diversity, and inclusion

Desirable

- Experience supervising students, volunteers, or staff
- Knowledge of BUCS competitions and student sport systems
- Experience in marketing or event promotion
- Financial or budget management experience

**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 encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance

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.

UNIVERSITY OF LEICESTER

Job Summary

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

Freedom of Speech

The University is committed to upholding freedom of speech and academic freedom within the law throughout our recruitment processes. We ensure that all candidates are considered based on merit and suitability for the role, without regard to their lawful viewpoints or the expression of challenging or controversial ideas. Our recruitment policies and practices are designed to protect applicants from discrimination or adverse treatment on the basis of their opinions, and to foster an environment where open debate and diverse perspectives are valued as essential to our academic mission.

Equity and Diversity

We believe that equity, 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.

Athena Swan Silver Award
Race Equality Charter Bronze Award
disability confident LEADER
LGBT+ 2020 - 2021 AWARDEE ORGANISATION
Stonewall DIVERSITY CHAMPIONS