University of Nottingham
UK | CHINA | MALAYSIA

Role profile

Job title	Sports Marketing & Engagement Executive	Job family and level	Administrative, Professional and Managerial Level 3
School/ Department	University of Nottingham Sport	Location	University Park Campus, Nottingham

Purpose of role

The Sports Marketing & Engagement Executive will work alongside the University of Nottingham Sports Marketing and Business Development Team to support the delivery of the departments marketing strategy and in particular member engagement and income generation through events and sales activities.

The role holder will have strong commercial acumen and responsibilities include delivering multi-channel marketing campaigns, planning and delivering sports events and activities, organising member engagement initiatives to enhance customer experience, provide insights to drive continuous improvement and grow income.

The role holder will be based within the Sports Business Development team at University of Nottingham Sport.

	Main responsibilities *Primary accountabilities and responsibilities expected to fulfil the role*	**% time per year**
1	**Sports Membership Engagement** ▪ Plan and deliver a member engagement and retention programme to extend membership lifespan and improve renewal rates with a focus on increasing uptake and use of member benefits and support services. ▪ Deliver facility tours, member and Active Living events to promote sports facilities and services and enhance sense of belonging. ▪ Coordinate and deliver all follow-up communications and promotions from member campaigns to drive retention and repeat business. ▪ Provide a University of Nottingham Sport presence at events to raise awareness and promote sport and fitness membership packages and sports services available. ▪ Assist with the delivery of departmental and University-wide sales activity and events, for example, arrivals and welcome fairs, student registration, offering support to students and the wider community.	25%

	▪ **Provide additional support to deliver membership training for internal staff to ensure regular knowledge transfer and sharing of best practices**	
2	**Sports Events & Student Activities** ▪ Plan and deliver University of Nottingham Sport events including Headliner series, member events, Alumni Events, Staff Sport and the Sports Excellence Awards Dinner. ▪ Working alongside all event stakeholders including the Students' Union, Operations team and colleagues in sport, coordinate and provide delivery support for the Varsity series. ▪ Coordinate University of Nottingham Sport presence at Welcome Fairs, Welcome Week events and University Open Days. ▪ Create and implement a plan to improve spectator and student matchday experience across events hosted within University of Nottingham Sports facilities. ▪ Collaborate with key colleagues such as operations, estates, security and grounds to support sports events and activities. ▪ Provide additional event support to colleagues across University of Nottingham Sport where appropriate.	25%
3	**Marketing & Promotions** ▪ Working closely with the Sports Leadership Academy and existing student-led media groups, create a University of Nottingham Sport student media team to further raise the profile of University of Nottingham Sport through content creation, journalism and broadcast. ▪ Provide marketing and promotional support to deliver multi-channel campaigns that promote sports membership, facilities and services to grow engagement and income. ▪ Support the development and implementation of University of Nottingham Sport's website and digital media platforms, ensuring content is engaging, up-to-date and focused on driving participation in sport and fitness and enhancing the student experience. ▪ Create high-quality, engaging content (copy, photography, video) to support campaigns, income-generating initiatives and to profile University of Nottingham Sport to internal and external audiences. ▪ Stay abreast of marketing trends, competitive activity and technological developments to enhance audience engagement and service visibility. ▪ Create marketing materials that adhere to University guidelines, ensuring a consistent brand and image for sport throughout. Including creation of project briefs for designers, photographers, videographers and creative agencies and overseeing development of these materials.	40%
5	**Data & Insights** ▪ Coordinate and deliver membership/customer insights and impact reporting – through pulse, regular and annual surveys. ▪ Support data analysis and creation of impact reports and annual reviews. ▪ Provide regular reporting on campaign, digital and web performance, making recommendations to inform future service development and marketing activities to drive growth.	5%

6	**Other** ▪ Ensure conformity to the University's security, legal and best practice standards including data protection, accessibility and copyright. ▪ Exhibit a flexible approach to work, providing a presence at appropriate events, tournaments and competitions outside of standard working hours. ▪ Any other duties and project support which may be required from time to time, which are appropriate to the post holder's grade.	5%

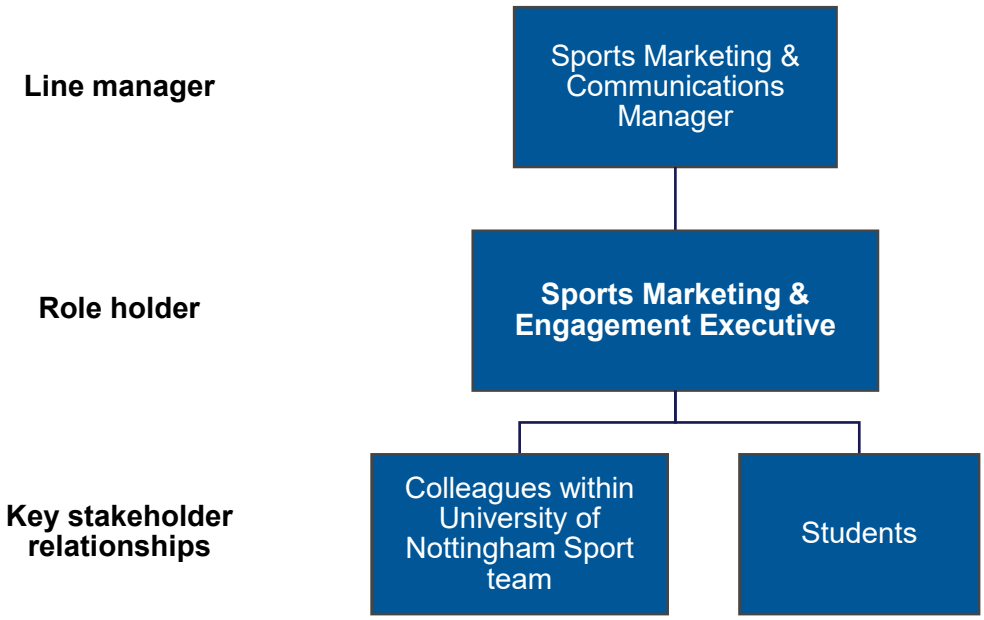
Person specification

	Essential	Desirable
Skills	▪ Excellent organisational and communication skills – written, verbal and interpersonal. ▪ Strong commercial acumen. ▪ Excellent copywriting for multiple channels with meticulous attention to detail. ▪ Ability to build relationships with individuals and within the wider organisation. ▪ Strong data analysis skills, with the ability to evaluate performance and make improvement recommendations. ▪ Proficient in Microsoft Office, ideally Office 365 and cloud-based marketing solutions (CRM, CMS, automated marketing) ▪ A proven ability to work under pressure, prioritise workload and effectively manage competing demands. ▪ Customer-focused, with a solution-led approach. ▪ The ability to work independently and as part of a team. ▪ Excellent inter-personal skills with a customer-friendly and professional approach.	▪ Experience with legend leisure management system or similar. ▪ Video production and photography ▪ Adobe Creative Suite & WordPress
Knowledge and experience	▪ Relevant work experience in the sports and leisure industry. ▪ Experience in a commercial and targeted sales environment. ▪ Experience of analysing information from a variety of sources ▪ Creating and curating content in multiple formats and for multiple platforms. ▪ Advertising / PPC tools, e.g. Google AdWords, Facebook Ads Manager. ▪ Digital analytics tools, e.g. Google Analytics, to ensure data-driven decisions are taken in a marketing context. ▪ Editing and developing website content in a content management system.	▪ Experience in marketing, sales and events within sport. ▪ Experience of working within higher education. ▪ Experience of brand management and working with creative agencies. ▪ Experience of undertaking marketing research. ▪ Advanced experience of using a web content management system. ▪ Advanced knowledge of HTML, CSS and image editing software.

	▪ Search Engine Optimisation (SEO). ▪ Planning and creating e-marketing campaigns. ▪ Evidence of quality driven customer service delivery. ▪ Experience planning and deliver small and large-scale events.	
Qualifications, certification and training (relevant to role)	▪ HNC or HND in a relevant subject or equivalent qualifications / certification, plus significant experience in a relevant role. OR: ▪ Substantial relevant experience demonstrating knowledge of digital and /or sport marketing best practice. ▪ Minimum of GCSE English and Mathematics (Grades A-C / 4 -9)	▪ Educated to degree level or equivalent. ▪ Professional marketing and / or communications qualification (or working towards).
Statutory, legal or special requirements	▪ Passion for sport, health and fitness. ▪ Willingness to support the wider team by attending occasional recruitment or major sport events. ▪ Understanding the importance of and addressing the needs of different audiences. ▪ Understanding of, and experience of ensuring adherence to, relevant legislation, e.g. DDA, CMA, ASA.	

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people	Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.
Taking ownership	Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations.
Forward thinking	Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
Professional pride	Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
Always inclusive	Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

Key relationships with others