

JOB DESCRIPTION

Job Title:	Sport Marketing Officer
Service:	East London Sports
Grade:	C - Permanent
Campus:	Docklands - SportsDock
Responsible to:	East London Sport Marketing and Communications Manager
Liaison with:	Students, Staff, School, Services and Students Union Corporates, Public members and host clubs

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 broad 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 general public. You will work with a number of teams and stakeholders, requiring a collaborative approach to achieving results.

Main Duties:

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 the marketing plan across online and offline channels to a range of audiences including students, staff and the general public.
- Develop engaging and impactful copy to support a range of promotional activities.
- Create targeted email communications using Microsoft Dynamics.
- Maintain and create content for social media channels, vlogs and blogs.
- Maintain and update the website.
- Ensure all internal communications are up to date and display space is managed effectively.
- Work closely with the Membership and Sales team on all SportsDock promotions.
- Support the Membership and Sales team in developing the digital platforms for online bookings and sales.
- Brief and work closely with our Media Agency to create social media communications, and online and offline advertising campaigns.
- Monitor and assist in the development of the CRM system and PowerBi Reporting
- Manage and continually monitoring 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 SportsDock, East London Sport and UEL offering and wider understanding of the market.

- Support the Marketing and Communications Manager on projects to increase the profile of East London Sport and SportsDock, in the local community.
- 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.
- Possess 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

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

PERSON SPECIFICATION

Post title: Marketing and Communications Officer
School/Directorate: Sport
Grade: C
Campus: Docklands

Category	Criteria	Essential/ Desirable	Tested by
Training and Education	Minimum 3 A Levels/NVQ Level 3 or equivalent in Marketing, Communications, or a related subject.	Essential	Application/Certificate
	Degree in Marketing, Communications, or a related subject.	Desirable	Application/Certificate
	CIM qualification	Desirable	Application/Certificate
Knowledge and Experience	Minimum of 2 years in Marketing role	Essential	Application/Interview
	Excellent standard of written English and the ability to communicate effectively at all levels.	Essential	Application/Interview
	Experience creating engaging content and copy across a variety of online and offline channels.	Essential	Application/Interview
	Good understanding of data segmentation, targeting and analysis.	Essential	Application/Interview
	Good technical and analytical skills and competent with data analysis in particular.	Essential	Application/Interview
	Competent using Microsoft products, in particular Microsoft Excel.	Essential	Application/Interview
	Experience using email delivery software and marketing automation.	Essential	Application/Interview

	Experience using Microsoft Dynamics.	Desirable	Application/Interview
	Experience in meeting non-financial KPIs such as event attendance, participation and engagement.	Desirable	Application/Interview
	Experience working with third party agencies.	Desirable	Application/Interview
	Experience of Photoshop, iMovie and InDesign.	Desirable	Application/Interview
	Marketing experience marketing within a gym or membership based commercial environment.	Desirable	Application/Interview
Personal Attributes/Qualities	Good listening, analysis and problem solving skills. Ability to understand problems and seek solutions.	Essential	Application/Interview
	Experience of planning, prioritising and organising your own work and proactively working with others to achieve team objectives.	Essential	Application/Interview
	Understanding and interest in the health and fitness industry.	Essential	Application/Interview
	Commitment to and understanding of equality and diversity issues within a diverse and multicultural environment.	Essential	Application
	Creative and innovative.	Essential	Application
	Able to work unsocial hours as required.	Essential	Interview