

Job title	Sports Marketing Coordinator
Grade	5
Salary range	£25,298 – 29,301
Staff Group	Assistant
Department / Institution	Sports Service

Role-specific information

Role Summary

To plan and coordinate the marketing and promotion of University sports facilities, programmes, services and events offered by the University Sports Service in order to maximise participation by students and staff of the university and its wider community.

Key Responsibilities

<p>Marketing and Sales</p> <ul style="list-style-type: none"> • Produce and coordinate an annual Marketing and Promotion Plan, aimed at maximising income and usage for the University Sports Service. • Implement, monitor and review performance of targeted marketing and sales campaigns. • Coordinate the production of marketing and promotional materials, including digital and print media. Ensure that an appropriate range of high quality current marketing material is always available and displayed at key locations throughout the Collegiate University and at other outlets. • Conduct market research using methods such as user and non-user surveys, benchmarking activities, competitor analysis and focus groups, collating data and reporting findings to the Senior Management Team and other staff.
<p>Business Development and Branding</p> <ul style="list-style-type: none"> • To produce and coordinate an annual Outreach Plan in order to present Cambridge Sport to internal and external groups and agencies. To coordinate Sports Service activities at University welcome events, conferences, fresher's fairs and community based events to promote the services offered by the University Sports Service. • Liaise with potential partners (such as Conference Cambridge) in order to maximise business opportunities for the Sports Service. • Liaise with appropriate University Departments and groups to ensure that the services offered by the University Sports Service are included and promoted on University-wide digital and print outlets. Represent the Sports Service on relevant University working groups as appropriate. • Coordinate the development of Sports Service brand(s), brand guidelines, and licensing opportunities.

Internal and External Communications

- Ensure that the website, social media platforms accounts and the Sports Service's digital displays are kept up-to-date and relevant.
- Work the Head of Operations and Sports Service staff to develop new and current communication tools and activities to promote the range of products and services offered by the University Sports Service.
- Liaise with the Sports Club Project Coordinators, University Sports Clubs, University Central Offices, the Press and Publications Office, Departments and Colleges regarding match reports and event information for the website.
- Produce and circulate internal communications and information for Sport Service staff, and coordinate staff briefings and events as required by the Senior Management Team.
- Gather and collate data for the bi-annual production of the Cambridge Sport Magazine, liaising with University Sports Clubs and groups, sponsors, contributors, designers and printers.
- Work with Sports Service staff on substantive news items and Press releases, and liaise with the University Press Office to ensure inclusion on the University website.
- Gather data and information from a range of staff, University Sports Clubs and University Departments in order to produce and distribute regular newsletters to members and stakeholders.

Person Profile

This section details the knowledge, skills and experience we require for the role.

Experience	<ul style="list-style-type: none"> • A demonstrable record of achievement in a marketing/sales/promotional role within the sport and fitness industry • Experience of the sales management process, including realistic target setting and responsibility for achieving team target in sales
Specialist knowledge & skills	<ul style="list-style-type: none"> • A clear understanding of the application of the principles of marketing • Good IT skills including website content management systems, desktop graphic design packages. • An understanding of the utilisation of leisure booking and membership database software systems. • Excellent organisational skills. • The ability to develop creative and innovative publicity events, publications and media opportunities. • The ability to work under pressure, prioritise tasks and meet deadlines. • The ability to collect and analyse customer feedback. • Highly developed and effective communication skills, both written and oral, and the ability to develop effective working relationships with a range of customers.
Education & qualifications	<ul style="list-style-type: none"> • An honours degree or a professional qualification at a similar level in Marketing, Sports Marketing or Business and Management.

Additional requirements	<ul style="list-style-type: none"> • A flexible approach to work is essential including the ability to undertake some evening and weekend work according to the demands upon the service. • A passion for Sport and previous work experience in a sales/marketing role in the Sports and Fitness industry would be desirable.
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Terms and Conditions

Location	West Cambridge Sports Centre or any other location that the University may require you to attend to.
Working pattern	By agreement with the Line Manager. Some evening and weekend work will be required.
Hours of work	Working hours based on a 36.5 hour week will be agreed by The University Sports Service.
Length of appointment	Permanent
Probation period	6 months
Annual leave	7.2 weeks (36 days) including public holidays.
Pension eligibility	Cambridge University Assistants' Contributory Pension Scheme (CPS) Pension scheme details, including information about the legal requirement for the University to automatically enrol its eligible jobholders into a qualifying workplace pension scheme from 1 March 2013, is available at: http://www.pensions.admin.cam.ac.uk/ .
Retirement age	The University does not operate a retirement age for assistant staff.

Screening Check Requirements

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it. If you need further information, you may find the Right to Work page within the 'Applying for a job' section of the University's Job Opportunities pages helpful (please see <http://www.jobs.cam.ac.uk/right/have/>).

This role requires an enhanced Disclosure and Barring Service (DBS) check. Any offer of employment we make to you will be conditional upon the satisfactory completion of this; whether an outcome is satisfactory will be determined by the University.

Application Process

To submit an application for this vacancy, please click on the link in the 'Apply online' section of the advert published on the University's Job Opportunities pages. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

The closing date for applications is **Monday 15th May 2017**. If you have any questions about this vacancy or the application process, please contact Miss Qiu Xiang Chen on 01223 767929 or email Qiuxiang.Chen@sport.cam.ac.uk. Interviews will be held during the week beginning **Monday 22nd May 2017**.

General Information

The University of Cambridge

The University of Cambridge is one of the world's oldest and most successful Universities, with an outstanding reputation for academic achievement and research. It was ranked first in the 2011 QS World University Rankings and its graduates have won more Nobel Prizes than any other university in the world. The University comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous colleges.

The University and the Colleges are linked in a complex historical relationship. The Colleges are self-governing, separate legal entities which appoint their own staff. They admit students, provide student accommodation and deliver small group teaching (supervisions). The University awards degrees and its faculties and departments provide lectures and seminars for students, determine the syllabi for teaching and conduct research.

There is much more information about the University at <http://www.cam.ac.uk/univ/works/index.html> which we hope you will find helpful.

Sport and Exercise in the Collegiate University

Sport and physical activity are an integral part of the student and staff experience at Cambridge. Provision for sport is shared between the Colleges, the University sporting clubs and the University. The University is recognised internationally as a centre for excellence in sport, with participation in high profile sporting events such as the Boat Race and Varsity matches against Oxford. Sport at Cambridge is underpinned by participation at club and College level and a very high proportion of undergraduate and graduate students take part in sport with the facilities used by individual students, members of the University and College teams, academic and support staff and their families, and members of the general public, especially city sports clubs.

The Sports Service

The University Sports Service forms part of the Unified Administrative Service (UAS), which is led by the Registry, the principal administrative officer of the University. The Sports Service is headed by the Director of Sport and consists at present of 52 staff. The administrative centre for the Sports Service is located at the University Sports Centre on the West Cambridge site. Through the University's Sports Committee, the Sports Service advises the University, University Sports Clubs and Colleges on their needs for sport. The Service is also responsible for the management of the Sports Centre, Fenner's Tennis and Cricket Ground and Wilberforce Road Sports Ground. The role holder will be part of a team of Recreation Assistants that support staff across all three sites.

What the University can offer you

One of our core values at the University of Cambridge is to recognise and reward our staff as our greatest asset. We realise that it's our people who have built our outstanding reputation and that we will only maintain our leading position in the academic world by continuing to attract and retain talented and motivated people. If you choose to come and work with us, you will find that we offer:

- **Excellent benefits** – You will be eligible for a wide range of competitive benefits and services, including numerous discounts on shopping, health care, financial services and public transport. We also offer defined benefits pension schemes and tax-efficient bicycle, car lease and charity-giving schemes.

We will help you balance your home and work life by providing you with generous annual leave entitlement and procedures for requesting a career break or flexible working arrangements if you need them. You will also have access to a range of well-being support services, including in-house Occupational Health and Counselling services. If you have childcare responsibilities, you may also benefit from the enhanced maternity/adoption pay, two nurseries and a holiday play scheme that we provide.

We are keen to welcome new employees from other parts of the UK and other countries to Cambridge. If you will be relocating to Cambridge on a centrally funded appointment of two years or more, you may be

eligible for our relocation expenses scheme. The University Accommodation Service (<http://www.accommodation.cam.ac.uk/>) will also be available to help you find suitable rented accommodation and to provide advice on renting arrangements and local facilities, if required. In addition, certain academic and academic-related appointments are eligible for the Shared Equity Scheme which offers financial assistance with the purchase of living accommodation.

- **A welcoming and inclusive environment** - We will help you settle into your new role and working environment through a central University induction event, local induction activities and our online induction package. Where appropriate to your role, you will have a probation period to provide a supportive framework for reviewing your progress and discussing your training and development needs.

If you are relocating to Cambridge, you and your family will be welcome to attend the Newcomers and Visiting Scholars Group, which provides an opportunity to find out more about Cambridge and meet other people new to the area.

- **Extensive development opportunities** - The encouragement of career development for staff is one of the University's core values. We put this into practice through various services and initiatives, including:
 - A wide-range of training courses and online learning packages.
 - The Staff Review and Development (SRD) Scheme, which is designed to enhance work effectiveness and facilitate career development post-probation.
 - Leave for career and personal development, including long-term study leave for assistant staff and sabbatical leave for academic staff.
 - The CareerStart@Cam programme, which supports assistant staff roles without higher education qualifications to develop their skills, experience and qualifications. Assistant staff may also apply for financial assistance for study which results in a qualification.
 - Reduced staff fees for University of Cambridge graduate courses.
 - The opportunity to attend lectures and seminars held by University departments and institutions.
 - Policies and processes dedicated to the career development of researchers and the implementation of the principles of the Concordat, which have led to the University being recognised with an HR Excellence in Research Award by the European Commission.

You can find further details of the benefits, services and opportunities we offer can be found in our CAMBens Employee Benefits web pages at <http://www.hr.admin.cam.ac.uk/pay-benefits/cambens-employee-benefits>. A range of information about living and working in Cambridge is also available to you within the University's web pages at <http://www.jobs.cam.ac.uk/> and <http://www.hr.admin.cam.ac.uk/hr-staff/information-staff>.

Equality of Opportunity at the University

We are committed to a proactive approach to equality, which includes supporting and encouraging all under-represented groups, promoting an inclusive culture and valuing diversity. We make selection decisions based on personal merit and an objective assessment against the criteria required for the post. We do not treat job applicants or members of staff less favourably than one another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

We have various diversity networks to help us progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network. In addition, we were ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall's Workplace Equality Index 2013 and we hold an Athena SWAN silver award at organisation level for promoting women in Science, Technology, Engineering and Medicine.

We are supportive of staff with caring responsibilities, such as through our flexible working, career break and returning carers schemes. We encourage individuals to include details of any breaks in employment due to caring responsibilities in applications for employment so that these can be taken into consideration in assessments made, where appropriate.

Information if you have a Disability

The University welcomes applications from individuals with disabilities and we are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so, and, if successful, to assist them during their employment. Information for disabled applicants is available at <http://www.admin.cam.ac.uk/offices/hr/staff/disabled/>.

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact, Miss Qiu Xiang Chen, who is responsible for recruitment to this position, on 01223 767929 or by email on Qiuxiang.Chen@sport.cam.ac.uk. Alternatively, you may contact the HR Business Manager responsible for the department you are applying to via hrenquiries@admin.cam.ac.uk.