

1 Advertisement

Post Title: Marketing Coordinator

School/department: Sussexsport

Hours: Full time (36.5 hrs per week). Requests for [flexible working](#) options will be considered (subject to business need).

Location: Brighton, United Kingdom

Contract: Permanent

Reference: 20439

Salary: starting at £24,144 to £27,396 per annum, pro rata if part time

Placed on: 18 April 2023

Closing date: 04 May 2023. Applications must be received by midnight of the closing date.

Expected Interview date: Week beginning the 15th or 22nd May 20223

Expected start date: To be confirmed

The University of Sussex is looking to appoint a Marketing Coordinator. You will work as part of Sussexsport, the University's Sport Service to promote facilities and services and the key role Sport, Fitness and Well-Being can play as part of the overall student experience. Work will include: development of our social media presence, webpages and on/ offline materials for promotions. Your role will help to improve the profile, awareness and visibility of sport and physical activity across campus.

Reporting to the Deputy Head of Sport, you will have good creative design skills and the ability to produce marketing materials for on and offline promotions and campaigns. We are looking for a highly motivated individual with an understanding of Higher Education and an interest in Sport, Fitness and Well-Being.

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. Senior leadership and management

The Vice-Chancellor is the senior academic officer and, as Chief Executive, is responsible to the University Council for management of the University. They are supported by an executive group, which includes the Deputy Vice-Chancellor, the three Pro-Vice-Chancellors, the Chief Operating Officer, the Director of Finance and the Director of Human Resources. The Heads of the Schools of Studies at Sussex report to the Deputy Vice-Chancellor.

The Chief Operating Officer heads the Professional Services of the University. In addition, under the University Statutes, the Chief Operating Officer is Secretary to the University Council. The Director of Finance reports to the Vice-Chancellor, the Director of ITS and the Librarian report to the Chief Operating Officer.

3. Sussexsport

Main Purpose: Why are we here?

“Enhancing the student and staff experience through physical activity”

Vision: Where do we want to be in the future?

“To be a leading South East University in our physical activity offer”

Facilities

Sussexsport is split between two sites on campus; the Sport Centre and the Falmer Sports Complex, which are approximately half a mile apart.

The Sport Centre houses; 2 sports halls which cater for large number of indoor sports, a dance studio/dojo, 4 glass backed squash courts, a fitness room (incorporating spin bikes) and a therapy room which incorporates a sports injury clinic, beauty therapy and a wide range of complementary therapies.

The Falmer Sports Complex (FSC) is the location for our main fitness facilities, including a free weights area and specialist strength and conditioning room. In addition the FSC is home to six outdoor tennis courts, a rugby pitch, two floodlit 3g and one ATP pitch, two football pitches, outdoor netball courts, a cricket square and outdoor nets. There is also a café bar and catering outlet.

Usage

The facilities are predominantly used by staff and students on a pay and play and membership basis, although Sussexsport has a regular number of community users, particularly at evenings and weekends.

We run a popular children’s camp programme in the Easter and Summer vacations including sports such as basketball, netball, tennis and cricket.

During term time over 40 different university sports clubs and teams use both venues for team training. Traditionally we have had success in Ultimate Frisbee, Fencing, Volleyball, Women’s Rugby, Table Tennis and Hockey. The group exercise and course programme offers a wide variety of aerobics, dance, yoga and pilates classes with over 50 sessions offered each week. Our Active US project provides for opportunities for social sport. For further information visit our web pages: <http://www.sussex.ac.uk/sport/>

Additional information for applicants

Sussexsport offers a friendly working environment and has a strong commitment to staff development and training. The service has in the past been awarded Investors in People and we held gold accreditation and we still work to the same principles. Applicants will need



to have a strong commitment to working as part of a focused and enthusiastic team. The successful applicant will be provided with a full induction programme which will cover the key aspects of the role.



UNIVERSITY
OF SUSSEX

GENERIC ROLE PROFILE

Job Title:	Marketing Co-ordinator
Grade:	G4
School/Division:	Sussexsport/ Estates and Commercial Services
Location:	Sport Centre
Responsible to:	Deputy Head of Sport (Participation and Competition)
Direct reports:	N/A
Key contacts:	Sussexsport senior management team, Participation Coordinator and Duty Managers

Role description:

To serve as a point of contact and link between students, staff members, internal departments, and external contacts. To provide marketing and communication support ensuring that the processes and services for which they are responsible operate smoothly.

PRINCIPAL ACCOUNTABILITIES

1. To promote and support the successful delivery of Sussexsport services to members and non members.
2. Maintain, publish, and disseminate information and appropriate communications to ensure Sussexsport services and processes are understood, well attended and relevant to the needs of the campus and off campus audiences.
3. To act as the main point of contact for Sussexsport users via social media and other channels to ensure the effective and efficient delivery of Services.
4. Provide support for quality assurance and staff and/or student feedback activities including reporting on usage and uptake information.

KEY RESPONSIBILITIES

1. Working as part of a team and within the wider institution, in line with local policy and procedure, assist with the planning, scheduling and delivery of activities, events and meetings including, but not limited to;

- Helping to ensure that timelines and resources are identified, realistic and achievable.
 - Proactively raising issues arising in advance for discussion and resolution
 - Co-ordinating the delivery of activities according to the schedule and in liaison with managers responsible for delivery
 - To act as an ambassador for the service, with a focus on customer service and delivery.
2. Communicating effectively with all stakeholders
- Publicising activities, events and meetings to all relevant staff, students, or external parties in an effective way
 - Contributing to the editing of local guidelines ensuring that content relating to own areas of responsibility is clear and understandable to readers, up to date and accessible.
 - Maintaining website pages (and other sources of information) to accurately reflect current activity in an engaging way.
3. Providing support, information and guidance to staff and students.
- To be the first point of contact in answering incoming queries in a helpful and timely way and in line with service level agreements, providing explanations where necessary and knowing when to escalate queries.
 - Providing guidance on relevant procedures and processes
 - Ensuring staff and students are aware of procedures and processes.
4. Liaising with colleagues with similar areas of responsibility and being actively involved in team meetings, networks, attending meetings, sharing information, and contributing to the development of processes.
5. Creating and maintaining accurate information on activity that has taken place.
- Creating comprehensive records, photos and files for future reference
 - Providing usage and uptake reports as requested.
 - Presenting data on attendance and usage to enable analysis and interpretation.
6. This role does not have any budget responsibility.
7. This role does not have any line management responsibility.
8. This role does not have any responsibilities for equipment or premises.
9. Support achievement of the Division's/Unit's/School's compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. Additionally, to promote good practice in relation to University policy, procedure and guidance in relation to those compliance matters in respect of students, staff and other relevant parties.

To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.

This Job Description sets out current responsibilities of the post that may vary from time to time without changing the general character of the post or level of responsibility entailed.

INDICATIVE PERFORMANCE CRITERIA

PERSON SPECIFICATION

ESSENTIAL CRITERIA

1. Good secondary education (see role-specific criteria below).
2. Effective planning and organisational skills to organise own workload and priorities.
3. Effective oral and written communications skills to work with colleagues and customers providing information and responding to questions and queries.
4. Ability to work flexibly within a small team and on own initiative.
5. Competent IT skills to effectively manager own workload – MS Suite.

ESSENTIAL ROLE-SPECIFIC CRITERIA

6. Good computer literacy and IT Skills. Ability to use Adobe Creative Suite 6, specifically Photoshop, InDesign, Premier Pro and Illustrator.
7. Relevant degree or equivalent qualification
8. Proven ability to create content, including proof reading, copy editing and ability to adapt communication for different channels and audiences.
9. Understanding of social media how to be an active and influential part of the social media community
10. Understanding the importance of branding in communications, and the ability to work within brand values.
11. Working knowledge of social media monitoring, scheduling and web analytics
12. Evidence of an interest in promoting Sport, Fitness and Well-being and be able to demonstrate the wider value of Sport in a Higher Education setting.
13. Proven ability to engage positively with a wide range of customers.
14. Experience of developing promotional material and implementing communications plans.
15. Experience of keeping records and monitoring and evaluating responses to marketing campaigns
16. Experience of evaluating web content and making suggestions for improvement
17. Graphic design skills and experience working with Creative Suite 6.
18. Understanding of brand identity and brand values and how visual identity reflects brand.
19. Proven experience building an audience through social media.
20. Occasional unsocial hours to cover events/competitions etc.

DESIRABLE CRITERIA

1. Experience of Google Analytics and Search Engine Optimisation
2. Photography experience and skills using Canon DSLR or equivalent.
3. Video production and editing experience and skills using Canon DSLR or equivalent.
4. Experience in using HTML and packages such as Mail chimp.
5. Relevant experience working in a university or similar environment.
6. Additional qualification in digital/social media marketing