

1 Advertisement

Post Title: Marketing Assistant

School/department: Sussexsport

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

Contract: Permanent

Reference: 6779

Salary: Starting at £19,623 to £21,686 per annum, pro-rata if part time.

Placed on: 12 January 2022

Closing date: 10 February 2022. Applications must be received by midnight of the closing date.

Expected interview date: Week commencing 21 February 2022

Expected start date: As soon as possible

The University of Sussex is looking to appoint a Marketing Assistant. 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 (Professor Adam Tickell) is the senior academic officer and, as Chief Executive, is responsible to the University Council for management of the University. He is 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 Sport, Fitness and Well-Being 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 particular 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 been awarded Investors in People for the last ten years and currently holds the gold accreditation. 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.

4. Job Description

Job Description for the post of: Marketing Assistant

Department	Sussexsport
Section / Unit / School	Estates and Facilities and Commercial Services
Location	Sport Centre
Grade	3
Responsible to	Deputy Head of Sport (Participation and Competition Sport)

Key Responsibilities:

- 1) Design and production of promotional print materials for services, facilities and events which strengthen the overall Sussexsport brand in line with University of Sussex branding guidelines.

This may include updating and designing leaflets and fliers for memberships, price lists, children's activities, one off events and the Active US project. Developing welcome packs for new staff. Copy writing and proof reading of promotional material.

- 2) Contribute towards the maintenance and updating of Sussexsport's web content
This may include: updating and advising on content changes.
- 3) To support and contribute to campaigns and programmes such as our Staff Commit to Get Fit Programme and student scholarship scheme.

This may include producing campaign material, recording, reporting and sharing individual staff and students stories which highlight the success of campaigns and programmes; this is very important for the visibility of sport on campus. Encouraging participants to blog about experiences and share stories through social media and other mediums.

- 4) To produce regular member and staff newsletters.
- 5) To assist with reports and presentations as required to enhance visual presentation, and design layout.

This may include assisting with: PowerPoint presentations used for welcome events, conferences, and the Sussexsport end of year summary.

- 6) To develop and oversee the Sussexsport and Active US Social media channels (Facebook, Twitter, Instagram and TikTok). Knowledge of social media management, strategy and scheduling would be useful.

This would include tracking campaign effectiveness with google analytics.

- 7) To implement, evaluate and help develop the Sussexsport marketing plan, monitor effectiveness and creating processes to enable the marketing activities and costs to be tracked, monitored and evaluated.
- 8) To support and work with the casual social media intern working on the “Active US” campaign for social sport, regarding design, consistency of the brand, social media and marketing.
- 9) To develop the Sussexsport video and photography library. Photography skills and editing would be an advantage as would basic video production and editing skills.

Examples would include providing images at sports events for live social media feeds, developing video footage of fitness room techniques or classes.

- 10) To work to support and in partnership with the University Student Recruitment and Branding team and the Communications team to demonstrate how Sport plays a role in the wider student experience.

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

5. Person Specification

UNIVERSITY OF SUSSEX

Person Specification for the post of: Marketing Assistant

SKILLS / ABILITIES

	Essential	Desirable
Good computer literacy and IT Skills. Ability to use Adobe Creative Suite 6, specifically Photoshop, InDesign, Premier Pro and Illustrator.	Yes	
Excellent English written and verbal communication skills. Proven ability to create content, including proof reading, copy editing and ability to adapt communication for different channels and audiences.	Yes	
Understanding of social media how to be an active and influential part of the social media community	Yes	
Ability to write and report concisely and clearly	Yes	
Close attention to detail, together with excellent planning and organisation skills	Yes	

KNOWLEDGE

	Essential	Desirable
Understanding the importance of branding in communications, and the ability to work within brand values.	Yes	
Working knowledge of social media monitoring, scheduling and web analytics	Yes	
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	Yes	
Understanding of higher education in the UK		Yes

EXPERIENCE

	Essential	Desirable
Proven ability to engage positively with a wide range of customers	Yes	
Experience of developing promotional material and implementing communications plans.	Yes	
Experience of keeping records and monitoring and evaluating responses to marketing campaigns	Yes	
Experience of evaluating web content and making suggestions for improvement	Yes	
Experience of Google Analytics and Search Engine Optimisation		Yes
Graphic design skills and experience working with CS6	Yes	

Understanding of brand identity and brand values and how visual identity reflects brand	Yes	
Proven experience building an audience through social media	Yes	
Photography experience and skills using Canon DSLR or equivalent		Yes
Video production and editing experience and skills using Canon DSLR or equivalent		Yes
Experience in using HTML and packages such as Mail chimp		Yes

QUALIFICATIONS

	Essential	Desirable
Relevant degree or equivalent qualification	Yes	
Additional qualification in digital/social media marketing		Yes

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
A good team player who is also able to work independently and display initiative	Yes	
Ability to establish good working relationships with colleagues	Yes	
Flexibility and ability to respond positively to changing priorities in the workplace	Yes	
Occasional unsocial hours to cover events/competitions etc	Yes	