



University Campus of Football Business (UCFB) is a world-first in higher education, delivering university degrees in the football and sports industry, with inspirational campuses in London and Manchester with the iconic Wembley Stadium and the Etihad Stadium at their heart, as well as the opportunity for students to study online. All UCFB students and graduates also have access to global sports summits at UCFB's global study hubs at the Red Bull Arena in New York, the Mercedes-Benz Stadium in Atlanta, Toronto FC and the Melbourne Cricket Ground.

Student numbers at UCFB have increased at a phenomenal rate year-on-year since launching in 2011, and we continue to lead the field in producing the next generation of graduates to work in the worldwide multi-billion-pound football and sports sector. UCFB also counts a number of elite organisations among its partners, including The Football Association, The League Managers Association, The National League, Kick It Out and the Rugby Football League.

This position for a highly ambitious individual would see the successful candidate join an exciting Marketing & Student Recruitment Team that was shortlisted for Marketing Team of the Year at the 2018 Times Higher Education Leadership & Management Awards and the 2016 Marketing Week Awards.



JOB DESCRIPTION

POST:	Marketing Executive
LOCATION:	UCFB Wembley Campus
SALARY/GRADE:	£21,000 - £24,000 (including London weighting) depending upon qualifications and experience
RESPONSIBLE TO:	UCFB Marketing Manager
POST OBJECTIVES:	The post sources, coordinates, captures and distributes UCFB's content and marketing materials as an integral part of the Marketing team at the London office in Wembley.

Although these are the basics of the role, we will be looking for energy, values and commitment to both UCFB and to your career.

Our recruitment process will be rigorous and demanding, as will this role within a high performing department. In return, we can offer honesty, integrity and the chance to progress in the organisation as quickly as you develop within it.

KEY TASKS

1. To coordinate content capture with prospective students, current students, alumni, staff and partners of UCFB;
2. To manage the team's project management software, Wrike, in order to ensure all tasks are assigned appropriately and kept up to date;
3. To build and maintain relationships with key stakeholders for the sourcing of marketing content;
4. To monitor social media and sports industry news to source stories and ensure relevancy and timeliness of content;
5. To capture content at UCFB Wembley and external locations, including written articles, photos and short social videos of students, alumni, staff and guests;
6. To occasionally interview guest speakers, students, alumni and staff for UCFB's written articles, videos and podcasts;
7. To write written articles and interview transcripts for publication on the UCFB website and other digital channels and publications;
8. To upload regular content to the UCFB website;
9. To generate and distribute newsletters;
10. To assist with the planning and posting of written, photo and video content across a range of social media including Facebook, Twitter, Instagram and Snapchat; adhering to UCFB brand guidelines and implementing the marketing strategy;
11. To support the Assistant Head of Marketing, Marketing Manager and Senior Marketing Executive in planning, coordinating and executing the marketing strategy;
12. To analyse content and channel performance via Google Analytics and other analytics tools, formulate marketing reports, and strive for continuous improvement;
13. To work closely with UCFB's external stakeholders regarding the management and dissemination of UCFB brand assets such as logos, imagery, videos and written copy;
14. To assist the Marketing Manager in monitoring and providing assets for UCFB's paid marketing campaigns, website maintenance and search engine optimisation;
15. To assist the Marketing Manager and the rest of the UCFB Marketing team on any other content production and seeding tasks where required;
16. To lead on all administration tasks for the UCFB Marketing team, including maintenance of the content calendar and marketing inbox, taking of weekly meeting minutes and processing of weekly team purchase orders.

Person Specification

HEI: UCFB		Location: UCFB Wembley, London	
Department: Marketing & Recruitment		Responsible To: UCFB Marketing Manager	
REQUIREMENTS	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT *
1. Qualifications and Training	Degree	2:1 in Business, Management, Marketing, Media or a relevant discipline	1 & 4
2. Previous Work Experience	Marketing	Experience at a higher education or sporting institution	1 & 2
3. Specific Knowledge / Skills / Abilities required	<p>In-depth and cutting edge knowledge of marketing</p> <p>A high attention to detail, in particular regarding grammar and punctuation</p> <p>Strong written and verbal communication skills</p> <p>Excellent organisational abilities</p> <p>Understanding of social media, digital marketing and content marketing</p>	<p>A passion for and/or understanding of the football and sports industry</p> <p>Experience at producing and/or seeding videos, whether recorded on a mobile phone or professional equipment</p> <p>Experience at maintaining a blog or news website</p> <p>Knowledge and competency at using a CMS</p> <p>Knowledge of using Google Analytics and social media analytics</p> <p>Experience at using project management software</p>	1 & 2
4. Motivation / Attitude	<p>Outgoing and professional</p> <p>A can-do attitude</p> <p>A solid team ethic</p> <p>A desire to develop and grow within the role and organisation</p>		1 & 2

5. UCFB Values	Always trying to be the best you can Attention to detail Equitable Honesty Integrity Loyalty Respect		1 & 2
*1=Application form; 2=Interview; 3=Test/Presentation; 4=Documentary evidence; 5=Other			

Terms and Conditions of Employment relevant to post

Job title:	Marketing Executive
Hours:	8.30am – 5.00pm, full time
Salary:	£21,000 - £24,000 (including London weighting) depending upon qualifications and experience
Work base:	Normally, UCFB Wembley but any of UCFB's premises as may be required
Holidays:	33 days paid holiday, including the usual public holidays in England & Wales
Benefits:	Christmas/ New Year closure period (10 discretionary days inclusive of bank holidays), cycle to work, Perkbox, birthday day off, annual staff events, pension (statutory auto enrolment scheme), occupational maternity/ paternity pay after qualifying period

Subject to:

Satisfactory DBS check

Satisfactory completion of the Probationary period – 6 months

Compliance with Asylum and Immigration Act 1996 and Immigration Asylum and Nationality Act 2006

Evidence of stated qualifications relevant to the post

Evidence of membership of relevant professional bodies as stipulated by the post

Not being subject to a Football Banning Order or any lawful prohibition on entering a football stadium in the UK