**JOB DESCRIPTION**

**POST: Marketing & Communications Executive**

**LOCATION: UCFB Wembley, London or UCFB Etihad Campus, Manchester plus opportunity for remote working**

**SALARY: £19,000 – £22,000 per annum depending upon qualifications and experience (plus £3,000 London Weighting allowance if applicable - total salary package £22,000 – £25,000)**

**POST OBJECTIVES:**

The post-holder will produce written content for the UCFB website, marketing materials and external publications, as well as assist in the company’s PR goals and content capture via interviews online and in person.

**KEY TASKS:**

1. Coordinate and produce written news and feature copy for the UCFB website with prospective students, current students, alumni, staff, guest speakers and partners of UCFB;
2. Coordinate and produce copy for UCFB marketing materials, including, but not exclusive to, the website, prospectuses, print and digital materials;
3. Coordinate and produce written news and feature copy for UCFB partner publications – digital and print;
4. Interview guest speakers, students, alumni and staff for UCFB’s written articles, videos and podcasts;
5. Assist the PR efforts of UCFB via Meltwater and press contacts by liaising with key staff and partners to ensure UCFB’s place as a thought leader in the sports industry.
6. Generate and distribute regular newsletters to prospective students, current students, alumni, staff and partners of UCFB – using various systems including Mailchimp and Student CRM;
7. Write, create and distribute ad-hoc emails to prospective students, current students, alumni, staff and partners of UCFB when required;
8. Upload regular content to the UCFB website and assist the digital team in further website amends when requested, including across the digital footprint;
9. Build and maintain relationships with key stakeholders for the sourcing of news and marketing content;
10. Assist with the planning and posting of written, photo and video content across a range of social media including Facebook, Twitter, Instagram and LinkedIn; adhering to UCFB brand guidelines and implementing the marketing strategy;
11. Capture content at UCFB Wembley and external locations, including written articles, photos and short social videos of students, alumni, staff and guests;
12. Support the communications, digital and wider marketing team in planning, coordinating and executing the marketing strategy;
13. Monitor social media and sports industry news to source stories and ensure relevancy and timeliness of content;
14. Assist in the analysis of news content on the UCFB website to measure readership, effectiveness and seek improvements;
15. Assist in the analysis of communications, including newsletters and PR to measure reach and effectiveness and seek improvements;
16. Manage the communications team’s projects in the project management software Wrike to ensure all tasks are assigned appropriately and kept up to date.

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| **Person Specification** | | | |
| **HEI:** UCFB | | **Location:** UCFB Wembley or UCFB Etihad | |
| **Department:** Marketing and Recruitment | | **Responsible to:** Senior Marketing & Communications Executive | |
| **REQUIREMENTS** | **ESSENTIAL** | **DESIRABLE** | **METHOD OF ASSESSMENT\*** |
| **1. Qualifications & Training** | Degree | 2:1 in marketing, communications, media, journalism or a relevant discipline | 1 & 4 |
| **2. Previous Work Experience** | Marketing, communications and/or journalism | Experience at a higher education or sporting institution | 1 & 2 |
| **3. Specific Knowledge/ Skills/ Abilities Required** | In-depth and cutting edge knowledge of marketing and communications  A high attention to detail, in particular regarding grammar and punctuation  Strong written and verbal communication skills  Excellent organisational abilities | A passion for and/or understanding of the football and sports industry  Experience at maintaining a blog or news website  Knowledge and competency at using email marketing software and/or a CRM  Experience at using project management software  Understanding of social media, digital marketing and content marketing | 1 & 2 |
| **4. Motivation/ Attitude** | Outgoing and professional  A can-do attitude  A solid team ethic  A desire to develop and grow within the role and organisation |  | 1 & 2 |
| **\*1=Application Form; 2=Interview; 3=Test/Presentation; 4=Documentary Evidence** | | | |

**Terms and Conditions of Employment Relevant to the Post**

**Job Title:** Marketing & Communications Executive

**Hours:** 8:30 am – 5:00 pm, full time

**Salary:** £19,000 – £22,000 per annum depending upon qualifications and experience (plus £3,000 London Weighting allowance if applicable - total salary package £22,000 – £25,000)

**Work Base:** UCFB Wembley or UCFB Etihad (plus opportunity for remote working), but any of UCFB’s premises as may be required

**Holidays:** 33 days paid holidays, including the usual public holidays in England and Wales

**Benefits:** Christmas/ New Year closure period (10 discretionary days inclusive of bank holidays), cycle to work, Perkbox, birthday 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*

*Right to Work in the UK: Compliance with Asylum and Immigration Act 1996 and Immigration and 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*