

JOB DESCRIPTION

Sport Marketing Assistant

Organisation:	Strathclyde Students' Union	Department:	Sports Union
Line Manager:	Head of Sport	Contract:	Term-time (Sep 26 to Apr 27)
Hours:	Up to 6.5 hours per week	Pay:	£15.07 per hour

Job Purpose

The Sport Marketing Assistant will support the Sport Union department with core marketing and communication of its service provision. This role provides the opportunity for a current student to further develop their knowledge of sports marketing and communications as well as website administration. This is a fantastic opportunity to gain first-hand experience working within a student sport environment alongside peers in other student assistant roles.

Main Responsibilities

1.	Act as a marketing and communications lead within the team supporting staff and students with general marketing of the Sports Union service.
2.	Contribute to the administration of the Sports Union website, regularly updating content and providing ongoing feedback of any development needs.
3.	Lead on our marketing output across social media channels, by managing a content planner consulting all stakeholders involved in Sports Union service provision to ensure all areas of service are well promoted.
4.	Assist with the production of marketing materials such as social media content, flyers, and advertisement graphics (TV screen promotion).
5.	Work closely with our Sports Union Publicity Officer volunteer to establish ways of working and task allocation.
6.	Take on desk research assigned by line manager to support the ongoing development of student sport programmes within the Sports Union and across the University.
7.	Undertake any other reasonable duties as directed by the managing staff.

Personal Specification

(A candidate must meet all essential criteria to be considered for selection)	Essential	Desirable
Experience		
Current University of Strathclyde undergraduate or postgraduate student	X	
One-year work experience specifically within marketing (paid or voluntary) or education such as studying a marketing degree.	X	
Knowledge		
Up to date knowledge of Sports Union services	X	
Interest in/knowledge of the wider student sport industry		X
Job Related Skills & Abilities		
Excellent interpersonal skills and relationship management	X	
Demonstrable attention to detail in both written and verbal communication skills	X	
Fully competent in the use of MS office suite	X	
Experience in managing social media accounts including publishing	X	
Experience or willingness to learn website administration	X	
Competent using marketing software and tools such as Canva	X	
Experience producing newsletters and articles	X	
Excellent organisational and planning skills; proven ability to prioritise workload, multi-task and meet deadlines	X	
Ability to understand and follow policies and procedures	X	
Personal Qualities		
Enthusiastic, pro-active, and dynamic person with a passion for promoting sport and physical activity	X	
Ability and willingness to flexible working hours	X	
Ability to self-motivate when working independently	X	

Planning & Organising

- Meet regularly with line manager to agree priorities (weekly) and to find better ways of working, but planning and prioritising own work activities daily.
- Remain flexible to unexpected events - non-regular workload is generated through activities of student representatives within the Sports Union, or under direction from the Executive Committee.

Relationships

- Internal relationships to include: Head of Sport (Line Manager); other Sports Union staff; Students' Association staff (including marketing department); Sports Sabbatical Officer; Sports Executive Committee; Sports Club Office Bearers.
- External relationships to include: Staff in other Sports/Athletic Union's and/or Universities; Strathclyde Sport staff; National Governing Bodies for sport; relevant suppliers.

Decision Making

- All proposals made require the authority of Head of Department to receive funding or enactment.
- Ensuring all policies and procedures are followed, and in the most cost effective and efficient manner.

Job Context & Special Features

Students Associations are a specialist area where the Student Executive Committee are elected annually and as a result, presents various opportunities.

The post holder will be a member of staff who will always be expected to portray a positive image of the Union, both internally and externally and to set high standards of personal integrity and professionalism, leading by example.

Other Information

- The successful applicant will be required to serve a 3-month probationary period.
- We value diversity and welcome applications from all sections of the community.
- The role offers up to 6.5 hours per week during term time, with the opportunity for flexible hours during varying periods throughout the term.
- The normal working hours are between 9am to 5pm Monday to Friday with break time to be taken throughout the day.
- Evening and weekend working outside normal office may be required during term to meet organisational needs.

Application Procedure

Applicants should complete the [online form](#) and submit a CV and cover letter to strathunion.sport@strath.ac.uk by the prescribed deadline.

For informal enquiries about the role, please contact Abby Irvine (Head of Sport) on abby.carney@strath.ac.uk.