

## UEA+Sport Marketing Ambassadors

### Introduction

uea+sport (University Department of Sport) appoints several Marketing Ambassadors on a voluntary basis, to support the delivery of the departments sporting offers. Successful applicants will automatically be enrolled in the uea+sport Volunteer Academy.

We are happy to be guided by individual's passions and goals on what marketing areas they would like to specialise within, for example, designing of graphics, video content, photography, website content, podcasts and much more!

<b>Job Title:</b>	UEA+Sport Marketing Ambassador
<b>Liaison with:</b>	UEA Sport Department
<b>Purpose of role:</b>	To assist the department with producing promotional marketing content for use both on and off line.
<b>Key Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Assist with the day to day generation of new and engaging content for uea+sports social media channels.</li> <li>• Support Clubs to promote and engage members current and new.</li> <li>• Help to plan, co-ordinate and deliver marketing collateral in line with the University's corporate brand.</li> <li>• Support the marketing team to build uea+sport's online profile and reputation.</li> <li>• Ensure consistency of message and brand voice across all platforms, on and off line.</li> <li>• Use analytics and social media monitoring tools to collate data.</li> <li>• Provide assistance with developing content for other digital platforms, including display screens and marketing materials.</li> <li>• Capture in game footage, both in visual and text formats to push out on social platforms.</li> <li>• Support the organisation and running of campaigns and events such as This Girl Can and Movember, through producing promotional material.</li> <li>• Develop regular new content to ensure that the uea+sport website is up to date.</li> </ul>
<b>Competencies required:</b>	<p>Essentials:</p> <ul style="list-style-type: none"> <li>• Knowledge of the uea+sport brand and what it stands for.</li> <li>• Excellent attention to detail.</li> <li>• Excellent communication skills.</li> <li>• A high ability and knowledge of IT skills.</li> <li>• Awareness of online and digital communication.</li> <li>• Ability to adapt communication styles to the situation and audience.</li> <li>• Creativity and innovative.</li> <li>• Ability to work well under pressure and can priorities workload, use initiative and manage deadlines.</li> <li>• Experience of working on a team.</li> <li>• Ability to work to a flexible schedule, including evenings and weekends.</li> </ul> <p>Desirables:</p>

	<ul style="list-style-type: none"> <li>• Previous experience of running promotional campaigns..</li> <li>• Previous experience of using Canva or Photoshop.</li> <li>• An interest in the development of uea+sport and it's aims and objectives.</li> </ul>
<p><b>Commitment</b></p>	<p>Ideally 3-4 hours per week but flexible arrangements can be made</p> <p>uea+sport will work with volunteers to understand what times they are willing to commit to and when</p> <p>We are keen to provide all volunteers a flexible approach to their hours and will try an accommodate requests where possible</p> <p>Evening &amp; weekend hours will be required</p>

**Responsible to:**

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