

## ***International Student Sport Marketing Placement***

### ***Role Description***

The Marketing & PR department at University of Birmingham Sport is made up of a Marketing & Communications Manager, Marketing Executive, Marketing Officer and a PR Executive.

The International Student Sport Marketing volunteer will be at the forefront of driving University of Birmingham Sport & Fitness' international student marketing strategy which aims to increase the number of international students using our programmes and services including Pay & Go (classes, court hire, social sport), Campus League and competitive club sport.

The postholder will research and develop a range of marketing techniques to promote, engage and evaluate international students' experience with Sport & Fitness. This could include, but is not restricted to: the website, social media, email campaigns and events.

### ***Person Specification***

- A keen interest in sport marketing
- An advocate for increasing sport participation amongst international students
- An understanding of how to plan, implement and evaluate marketing activity
- An understanding of the varied international student market on campus
- Strong copywriting skills for both website and print
- Experience using social media
- Reliable
- Ability to work independently

### ***Benefits***

- The opportunity to work alongside PR and marketing professionals
- Marketing, events and promotional experience
- Free gym and swim membership for either UB Sport & Fitness or Tiverton (Tiverton is just gym)
- 60 free Group Exercise classes
- University of Birmingham PlayerLayer kit
- First-hand role in enhancing the student experience

## ***Commitment***

- Minimum of three office based hours per week (during term time)
- Attendance at meetings and / or events where necessary and able

## ***How to Apply***

Send your CV and a cover letter explaining why you are applying for the placement and your proposed time commitment (e.g. 3 hours in the office every Wednesday afternoon) to Marketing & Communications Manager, April Shacklock – [a.shacklock@bham.ac.uk](mailto:a.shacklock@bham.ac.uk).

Deadline: 8 September 2019

[Discover more about University of Birmingham Sport & Fitness here.](#)