

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

### ***Role Description***

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

The post holder will create and publish engaging content using a variety of marketing techniques. These will include, but not be restricted to, social media, email campaigns, video / interviews, news articles and blog posts.

A large part of the role will be based around British Universities & Colleges Sport; the governing body for university sport in the United Kingdom, who is responsible for organising more than 50 inter-university sports within the UK. Around 45 of University of Birmingham's 55 sports clubs compete in either BUCS leagues or competitions, and this includes both team and individual competitions. Every Wednesday, up to 50 matches can be played on campus against other universities.

The Student Sport Marketing volunteer will work closely with the Marketing department, student athletes and student sports clubs, to increase the coverage and promotion of the university's teams and individuals.

### ***Person Specification***

- A keen interest in sport marketing
- An advocate for increasing awareness and celebrating the success of students / sports clubs at University of Birmingham
- An understanding of how to plan, implement and evaluate marketing activity
- Strong copywriting skills for both website and print
- Good communication skills
- 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 Tuesday or Thursday morning) to Marketing & Creative Executive, Lauren Massey – [l.massey.1@bham.ac.uk](mailto:l.massey.1@bham.ac.uk).

Deadline: 8 September 2019

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