

Title Content Officer
Employer British Universities & Colleges Sport (BUCS)
Team Digital Engagement
Manager Marketing and Communications Manager



ADVERT

We have an exciting opportunity to join the British Universities & College Sport (BUCS) team as a Content Officer. BUCS is committed to providing the best student sport experience, and your role will be to help showcase the value of higher education sport.

Reporting to the Marketing and Communications Manager, you will play a key part in delivering internal and external communications to members, students, national governing bodies, alumni and commercial partners. You will be responsible for the creation of all visual digital communication coming from BUCS, and it will be a varied and busy role, with opportunities to work at events, leagues and competitions.

We are looking for someone with? at least two years' experience in a paid or voluntary marketing role, with excellent content creation skills. You should have an in-depth knowledge of the Adobe Creative Suite, and a creative flair for storytelling across different platforms. This is an amazing opportunity to make your mark on an exciting industry and to impact the future of student sport.

Please see this document for the full job description.

Working at BUCS

BUCS prides itself on being an ambitious and challenging place to work, where staff enjoy work, embrace development opportunities, and have fun.

The contracted place of work will be 20-24 Kings Bench Street, London. However, due to the current COVID-19 pandemic, BUCS staff are working from home. The appointed candidate would need to be able to work from home.

We are yet to define what the future of work looks like for BUCS, but it is likely that there will be a need to travel to the London at least 2 or 3 times a week as part of this role.

Closing date: 9am on 29 July 2021

Interview: Interviews will take place over video call during the week commencing 2 August 2021

Applicants should have the right to work in the UK and will be asked to provide proof of their eligibility to work in the UK before employment is confirmed.

Data Protection statement

Any personal data submitted to BUCS during this recruitment process will be held securely and processed solely for the purposes of recruitment. It will be held for the duration of the recruitment process, and if employed by BUCS, for the duration of the contract of employment and to fulfil the statutory, or recommended, retention periods when no longer an employee of British Universities and Colleges Sport. BUCS will always comply with data protection legislation and in line with the [BUCS Privacy Policy](#).

Salary: £23,000 - £27,000 pa

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JOB DESCRIPTION

Main Purpose

Be responsible for BUCS marketing and communication campaigns to increase engagement with stakeholders including students, members and fans, to raise BUCS' profile and drive revenue.

Duties and responsibilities

1. Graphic Design and Video Editing

- Provide high quality and engaging graphic design assets and short-form videos, to be used across BUCS digital channels.
- Create and present new concepts to the Marketing and Communications Manager and execute where appropriate.

2. Marketing and Engagement

- Design and implement regular communications, through social media, website and email to members, students and other key stakeholders.
- Work with the Engagement Team to deliver multi-channel campaigns to improve engagement across all channels, including but not limited to, social media, email, website and our app, BUCS Play.
- Project manage creative briefs and production of marketing materials (including leaflets, posters, brochures etc), liaising with internal stakeholders, external designers and agencies.
- Lead the overall creative structure of the BUCS brand, to develop new and trendsetting content ideas consistently and proactively for all mediums.

3. BUCS Super Rugby

- Collaborate with the Engagement and Competitions teams to develop a content strategy for BUCS Super Rugby, to deliver engaging and effective content to the fanbase.
- Cover BUCS Super Rugby fixtures, including attendance at matches; creating and implementing exciting and engaging match-day experiences for fans.
- Manage the live stream of BUCS Super Rugby fixtures.

4. Event Based

- Design our social and broadcast content strategy for in-person events e.g., BUCS Nationals, BUCS Big Wednesday.

5. Reporting

- Manage and maintain regular reports on digital performance, to provide insight for internal and external audiences.
- Regularly review all content and digital platforms' performance and recommend areas for improvement and growth.

6. Commercial

- Support the Commercial Team to acquire and retain commercial income through digital channels.
- Take part in new business ideation sessions to create viable digital activations for new and existing partners.
- Develop engaging content for students with our commercial partners.

7. Other

- Manage and develop relationships with BUCS staff.
- Undertake duties as can be reasonably expected to ensure the smooth running of BUCS.

This role may involve weekend and evening work and overnight stays at BUCS events.

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PERSON SPECIFICATION

BUCS is on a journey to create the best university sport experience in the world. To do this we are looking for people with a can-do attitude to help drive the business forward - and aren't afraid to challenge our ideas! If you are ready to roll up your sleeves, get stuck into a fast-paced business and develop your skills and experience, we would love to hear from you.

We're looking for applicants who have strong content creation skills, who are able to bring to life communications in a visual way to our different audiences. Creativity is a big part of this role - be it creating campaigns for new commercial partners, coming up with ideas for festive campaigns, or designing graphics for webinars.

Essential skills and experience

- Experience of creating and editing social-first video
- Understanding of the nuances of each social media platform
- Knowledge of the Adobe design suite (Photoshop, Illustrator, InDesign)
- Skilled at video editing (Premiere Pro/Final Cut Pro X)
- Ability to generate creative ideas for student-facing social content
- Excellent written and oral communication skills, with the ability to write effective social copy
- Excellent time management, planning and organisational skills
- Experience of raising the profile of a brand through increased digital coverage
- Ability to develop and maintain relationships with multiple stakeholders
- Experience of managing concurrent projects

Desirable skills and experience

- Knowledge of higher education sport
- Experience creating content at live events
- Knowledge of multiple different sports
- Practical experience of Adobe After Effects
- Experience shooting video and photo content and/or managing shoots
- Using social media tools such as Facebook Business Manager and Sprout Social
- Experience with live stream / broadcast