

Title Commercial Administrator
Team Marketing & Commercial
Manager Commercial Partnerships Manager



ABOUT BUCS

For over 100 years British Universities and Colleges Sport (BUCS) has been at the forefront of university sport in the United Kingdom.

Our ambition is to deliver exceptional student sporting experiences that inspire, develop and unite.

BUCS works with its member institutions to get more students active more often, through traditional competitive sport and providing physical activity opportunities.

By joining us, you will be a part of a vibrant and inclusive community, working to inspire and engage students across the nation.

JOB DESCRIPTION

As a core member of the Marketing and Commercial department, the Commercial and Content Administrator will provide crucial input and support to the successful activation of BUCS' key external partnerships, including with globally recognized brands such as Subway and Technogym.

The Commercial and Content Administrator will support the creation of successful campaigns, both digital and at events, throughout the BUCS season, ensuring all content and activations are delivered to the highest standards.

Main Purpose(s)

- Support the creation and implementation of successful commercial partnership campaigns, including digital and experiential
- Take ownership of content creation at BUCS events, working alongside the engagement team and student ambassadors to ensure the capture of relevant and engaging content for BUCS partners
- Working with the wider Commercial and Engagement teams, oversee the accurate delivery of the commercial content plan, including email, social media and website
- Work collaboratively with BUCS' partners to manage sponsorship rights

Main duties and responsibilities

- Create and support the development of content for social media to promote partnerships
- Assist with the creative ideation and implementation of content campaigns
- Devise and support the delivery of digital marketing campaigns for partners
- Support, and if required, lead the activation of partnerships at BUCS events, including management of
- Support with creation of assets to drive new business for BUCS

Other

- This role will involve weekend and evening work and overnight stays at BUCS events
- This role will require travel within the UK to attend meetings with BUCS' partners
- Professionally represent BUCS at all times

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PERSON SPECIFICATION

BUCS is a Disability Confident Committed and Equal Opportunity Employer. We value diversity and are committed to fostering an inclusive and supportive work environment. We make all employment decisions without regard to age, national origin, race, ethnicity, religion, belief, gender, sexual orientation, disability, or any other characteristic protected by law.

Research shows that some people don't apply for a role if they feel they do not meet 100% of the person specification. We encourage you to apply for this role if you feel you meet the key skills and knowledge listed below, even if you feel you do not have all of them. We are passionate about identifying the right people to help us develop and thrive.

Essential knowledge or experience

- Use of Microsoft application or similar professional software.
- Understanding of or knowledge of design software, such as Adobe suite or Canva.
- Knowledge and love of sports.
- Passion for creating great digital content.

Essential skills and abilities

- A creative, lateral thinker, not afraid to bring forward ideas.
- Ability to collate and present written information.
- Ability to learn, develop quickly and provide collegial support to other members of staff.
- Excellent communication skills both written and verbal.
- Flexible and conscientious approach to work.
- Excellent interpersonal skills, with the ability to engage with a range of stakeholders.

Desirable knowledge or experience

- Experience in an administrative role or similar roles.
- Understanding of BUCS and higher education sport in the UK.