

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



Main purpose of role

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

Main duties and responsibilities

- Design and implement regular communications, through website, app, email and social media to engage and excite our audience.
- Work with the wider team to deliver multi-channel campaigns to improve engagement across all channels, including but not limited to website, app, email and social media.
- Write, edit and proofread engaging and informative articles for our website, app and social media channels, liaising with colleagues to ensure coherence and prioritisation of messaging.
- Deliver digital marketing and communication content at BUCS in-person and virtual events - e.g., Nationals, Big Wednesday and Conference.
- Run A/B testing strategies to improve our conversion rate on all digital platforms.
- Support the Commercial Team in the development and growth of partnerships.
- Support the delivery of partnership assets across our digital channels.
- Identify best practice across industry campaigns and make suggestions on how they can be implemented at BUCS.
- Identify new ways to increase the size of BUCS' database.
- Manage user journeys across website and app, ensuring content is accurate, up-to-date and adheres to the tone of voice and brand guidelines.
- Manage and maintain regular reports to provide insight into digital performance for internal and external audiences.
- Regularly review all content and digital platforms' performance and recommend areas for improvement and growth.
- Create engaging graphics and imagery for multi-channel campaigns.

Other duties and responsibilities

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

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. If you are ready to roll up your sleeves, get stuck into a fast-paced, exciting business and develop your skills and experience we would love to hear from you.

We're looking for an all-rounder who has experience with multi-channel campaigns. Creativity is a big part of this role - be it creating campaigns for new commercial partners, coming up with ideas for festive campaigns, or editing TikTok videos to fit with current trends.

Research shows that some people will refrain from applying for a role if they feel they don't meet 100% of the person specification. We would encourage anyone, even if you feel you don't have all the outline requirements, to still apply for this role if you feel you meet some of the necessary skills required. We are passionate about identifying potential talent and helping it to develop and thrive.

What you will bring (essential):

- Strong understanding of a range of marketing techniques across different media platforms
- Raising the profile of a brand through increased digital coverage
- High attention to detail
- Writing and editing quality multi-platform copy
- Designing and delivering marketing and activation plans
- Analysing campaign performance data and using it to drive improvement
- Managing concurrent projects

What you will bring (desirable):

- Passion for sport and a drive for achieving results
- Experience using and growing TikTok
- Developing and maintaining relationships with multiple stakeholders
- SEO experience

Desirable platform experience (desired but not essential)

- Email marketing e.g., Dotdigital or Mailchimp
- Content Management Systems e.g., WordPress
- Google Analytics
- Proficiency with relevant Microsoft software packages
- Social media
- Adobe (Photoshop, After Effects, Premier Pro, InDesign or Illustrator)