

## Job Description

Please complete all accessible boxes and refer to the guidance on writing Job Descriptions

| Position Details                    |   |
|-------------------------------------|---|
| Faculty/Directorate                 | Professional Services                     |
| School/Department                   | Estates, Facilities & Capital Development |
| Team                                | MMU Sport                                 |
| Job Title                           | Digital Marketing Assistant               |
| Grade                               | 4   |
| Hours of Work                       | 35  |
| Contract Duration (Perm/Fixed Term) | Permanent                                 |
| Reports To (Job Title)              | Marketing and Communications Officer      |
| Responsible For (Job Title)         | N/A                                       |

| Principal Accountabilities  |
|---|
| <p>The post holder will assist in the organisation and delivery of the marketing and communications and strategy for sport and fitness at Manchester Met.</p> <p>They will be responsible for developing and maintaining digital activity for the department including social media, email campaigns and internal communications.</p> <p>The post holder will work closely with teams within sport to grow our online communities and engage new and existing audiences with the sporting offer, with a focus on social media and digital communications.</p> <p>They will have responsibility for handling internal and external queries from a range of stakeholders, supporting events, providing marketing reports, contributing and delivering to specific project work in these areas as needed.</p> <p>They will have responsibility for administrative systems and databases underpinning this work and ensure the smooth running of support and operations in these areas.</p> <p>To have responsibility for administrative systems and database underpinning this work and ensure the smooth running of administrative support and operation in these areas.</p> <p>To manage and maintain digital activity for MMU Sport including all social media platforms.</p> |

## Key Tasks

### Digital Marketing and Communications

To lead on social media activity throughout MMU Sport; maintain an up to date schedule for student takeovers, manage ongoing social media audit and contribute to the production of MMU Sport Social Media Strategy.

Coordinate social media activity for the department, planning and creating exciting content to engage target audiences in line with marketing and communications strategy

Develop and lead on digital content for email campaigns

Monitor and report on the effectiveness of digital activity across multiple platforms including social media.

Develop content for the sport website and staff intranet using a content management system

Use in-house equipment and editing software to produce exciting video content to promote key events/activities and engage target audiences

Help to raise the profile of MMU Sport both internally and externally through news articles/blogs/vlogs for various communication channels

Work with a range of stakeholders (staff, students, partners) to create compelling online stories which support our messages

Produce marketing briefs for design collateral

Assist with the delivery of the annual marketing and communications plan

To provide support for events as required including planning, logistics, in situ support and front of house cover

### Administration

To provide an effective, efficient and pro-active administrative service to the Sport Marketing team to ensure the smooth running of day to day operations

To ensure enquiries (email, phone, in person) are dealt with promptly and professionally to support the work of the team and promote a positive image of department

To arrange meetings and events as required to support the Sport Marketing team in day to day operations.

To anticipate the requirements of stakeholders and show care and attention to detail in the planning of and preparation for meetings and events

To update, input and maintain relevant databases to support events, marketing and communication activities, including distribution lists, to ensure that work to support brand and reputation reaches stakeholders promptly and effectively.

To monitor and maintain stocks of marketing and promotional material.

Utilise data to inform marketing planning and activity.

### **Teamwork**

To plan and organise own work, working flexibly to adapt to changing priorities and the needs of the team

Work with internal departments to understand activities offered and support their marketing and communication needs

Support the Marketing & Communications Officer to deliver marketing campaigns from conception to completion

To support the Marketing team to continue to grow and develop the MMU Sport brand.

Develop and lead on training sessions to develop marketing skills for student volunteers/activators

Commission and brief work for suppliers including photographers/videographers to capture events and activities and expand Sport's creative portfolio

### **Project work**

To deliver specific ad hoc and marketing related projects to support and enhance the work of the Sport marketing team

### **Continuous learning**

To keep up to date with new and emerging digital trends and developments as required.

## **Special Features**

To work evenings and weekends as required to deliver an effective service.

## **Miscellaneous**

You have a legal duty, so far as is reasonably practicable, to ensure that you do not endanger yourself or anyone else by your acts or omissions. In addition, you must cooperate with the University on health and safety matters and must not interfere or misuse anything provided for health, safety and welfare purposes.

You are responsible for applying the University's Equal Opportunities Policy in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own areas of work.

You are expected to co-operate with the PDR process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with you. Such agreement should not be unreasonably withheld.

You may be required to undertake a specific Health & Safety role, commensurate with your grade, to support the University in meeting its statutory Health & Safety obligations. This could include acting as a DSE Assessor, First Aider, Fire Marshall or Departmental Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence.

You may, with reasonable notice, be required to work at any of the Manchester Metropolitan University sites.

You have the responsibility to engage with the University's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.

You have the responsibility to engage with the University's commitment to delivering value for money services that optimise the use of resources and therefore should consider this when undertaking all duties and aspects of your role.

## Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the jobholder.

## Person Specification

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.



All disabled candidates who meet the minimum essential criteria will be included on the shortlist.

### Selection Criteria

| Attributes |                                | Item | Relevant Criteria  | Essential/<br>Desirable |
|------------|--------------------------------|------|--|-------------------------|
| 1          | Skills & Abilities             | 1.1  | Able to produce engaging content for a wide variety of channels including social media, website, email and other marketing materials as required               | E                       |
|            |                                | 1.2  | High level of proficiency in Microsoft Word, Excel and PowerPoint  | E                       |
|            |                                | 1.3  | Enthusiastic and motivated and an excellent team member  | E                       |
|            |                                | 1.4  | Excellent interpersonal skills with the ability to plan, prioritise and manage workload effectively  | E                       |
|            |                                | 1.5  | Able to communicate clearly and effectively to people of widely differing skill levels across the organisation, in person, on the phone, online and in writing | E                       |
|            |                                | 1.6  | Excellent proof reading skills and attention to detail   | E                       |
|            |                                | 1.7  | Able to use an Apple MAC and Adobe Creative suite, i.e Photoshop, Indesign, Illustrator to produce videos or basic design work                                 | E                       |
| 2          | General & Specialist Knowledge | 2.1  | Knowledge or understanding of sports marketing   | D                       |
|            |                                | 2.2  | Knowledge of marketing and communications techniques and activities  | E                       |
|            |                                | 2.3  | Knowledge of Campaign Monitor or a similar email marketing tool in a marketing and communications role   | E                       |
|            |                                | 2.4  | Knowledge of social media and content marketing techniques   | E                       |

|                  |                      |            |   |   |
|------------------|----------------------|------------|---|---|
| 3                | Education & Training | 3.1        | First degree or equivalent experience in a relevant subject area  | E |
| 4                | Relevant Experience  | 4.1        | Experience of analysing and interpreting data to inform marketing activities  | D |
|                  |                      | 4.2        | Experience of working in a marketing or communications office environment with experience of digital marketing        | E |
|                  |                      | 4.3        | Experience planning and implementing digital campaigns to achieve tangible results and deliver a return on investment | E |
|                  |                      | 4.4        | Experience of organising interviews, photographic shoots, videos and related marketing/communications activities      | E |
|                  |                      | 4.5        | Experience using a content management system to maintain and develop web content                                      | D |
|                  |                      | 4.6        | Experience of developing and delivering projects to support service enhancement                                       | E |
|                  |                      | 4.7        | Experience of writing marketing briefs, preparing reports and project plans   | E |
| 5                | Special Requirements | 5.1        | The ability to work out of hours as required to cover events, activities and peak periods.                            | E |
| Date of Revision |                      | March 2020 |   |   |