

LUSL Management Group 2021-22 ROLE DESCRIPTION

Organisation	British Universities and Colleges Sport (BUCS)
Group	LUSL Management Group
Role	Student Representative – Marketing & Social Media
Remuneration	Voluntary Role
Time Commitment	Approximately 3 Hours per week
Term of Office	August 2021- August 2022

LUSL is looking to recruit an enthusiastic and motivated individual who is currently studying at a LUSL Member Institution to act as Student Representative for the London University Sports League Management Group. The Student Representative will present the voice and opinions of student-athletes, and act as an ambassador for the LUSL programme. To be eligible to apply candidates must be a student or sabbatical officer at a LUSL member institution.

Role Purpose

The LUSL Student Representative – Event Management role is to serve as a member of the LUSL Management Group representing the views of the students within the London Region. It allows students a formal role in improving and assuring the quality of the LUSL Programme whilst gaining valuable experience within the sports Sector. Additionally, this role has a primary focus on Marketing and Social Media Management where you will assist and lead on the running of various marketing and social media campaigns across the LUSL channels. This role will provide you with the introductory skills and insight into a role in marketing and social media, allowing you to get creative and take ownership of a variety of projects.

Main Duties and Responsibilities

- Attend LUSL Management Group meetings (held quarterly, and additionally as required, during the year)
- Represent the views of students on the LUSL Management Group
- Contribute to the strategic direction of LUSL, including representing LUSL in an official capacity amongst the London Region, wider BUCS membership and within the sector as a whole.
- Help the LUSL Management Group fulfil its annual objectives, with a specific focus on Marketing & Social Media e.g. reaching a certain number of followers, achieving so much engagement
- Advise and contribute to the marketing and social media strategy for LUSL, creating content and plans e.g. live coverage of finals, league news etc.
- Help to promote LUSL within the London Region
- Communication to students, team captains, sabbatical officers and other relevant groups
- Assist in the organisation of the LUSL Cup Finals, and other LUSL events, with an expectation to attend events in order to assist with social media coverage.

Rewards and benefits

- Opportunity to shape the London Universities Sport Leagues in the best interest of students
- Experience of sitting on a management group for a charity, membership organisation and national governing body
- Insights into event management, sport development, and competition administration
- Opportunity to develop and drive a marketing & social media strategy for a sports organisation
- Relationships with professionals in the sport and university sectors including a mentor from within the industry.
- A written professional reference on completion of the term (on request)
- A LUSL polo for representational duties
- Travel expenses to meetings and other events that the role may require are fully covered

For more information please contact the LUSL coordinator at lusl@bucs.org.uk