

**Title** Marketing Engagement Administrator  
**Team** Digital and Engagement  
**Manager** Digital and Engagement Manager



## **JOB DESCRIPTION**

### **Main Purpose(s)**

The Marketing Engagement Administrator will support the BUCS Engagement team across all aspects of its activity - including email, website, social media and reporting - ensuring that BUCS provides accurate and engaging communications for students, members and our wider audience.

The Marketing Engagement Administrator should have a passion for sport, be highly organised and have experience of or an interest in pursuing a career in digital marketing.

### **Main duties and responsibilities**

- Supporting the wider Engagement team with creating and distributing digital communications via. email and social media
- Overseeing the Engagement team inbox, ensuring all requests are managed in a timely manner
- Support in managing the wider content and social media calendars
- Work with stakeholders across the business to ensure all BUCS departments receive support for digital communications
- Monitoring digital performance and contributing to regular and ad hoc reporting
- Provide support with content creation and distribution during BUCS Major events
- Support with basic updates to the BUCS website

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## PERSON SPECIFICATION

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

- Good knowledge, passion and understanding of sport
- Understanding of email marketing, social media and other digital communication platforms

### Essential skills and abilities

- Highly organised and meticulous
- Digitally savvy, with experience using a range of platforms
- A desire to learn and develop a career in the digital marketing space

### Desirable knowledge or experience

- Previous experience in a similar role (not essential)
- Experience working with DotDigital or a similar email platform
- Understanding of current social media trends
- Understanding of digital marketing, its values and purpose