

Task Descriptions



Title: University Touch Marketing Assistant

Role purpose:

- Social media manager
- Write up, pictures, and any other great ideas for tournament days!
- Assisting Manager growing UTS in general; advertising towards Universities and helping to drive up club numbers.

Experience: Any relevant previous marketing experience, either digital or at events.

Qualifications: Sports or marketing qualifications desirable, but not mandatory.

Hours required: Event days – 4-5 hours prep for hosted events / 2-3 hours a week out of season

Key dates:

- June-Aug – Set dates for next season
- Sept – Finalise all plans, bookings and purchases for the season
- Oct-March– Deliver the ETA Touch Season

Reports to: University Touch Manager

Line Management: University Touch Manager

Locations: Work from home / tournament venues.

Contract type: 1 year term. Discussion to renew if desired at end of season.

Salary: Voluntary role, expenses paid if applicable.

Skills and Qualities:

Person specification	E	D
Good level of numeracy, keyboard skills and computer literacy.	X	
Experience in Microsoft Word, Excel and GoogleDocs.	X	
Social media literate	E	
Work well under pressure and be highly organised.	X	
Very good oral and written communication skills.	X	
Good time management skills and the ability to work to tight deadlines whilst managing competing priorities.	X	
An approachable can-do attitude.	X	
Form relationships with people quickly and easily with the ability to engage your audience.		X
Be available for queries.	X	
Have the ability to negotiate and persuade, sometimes in a setting that is unresponsive or hostile.		X
Be a member of an England Touch affiliated league or club.		X
Able to keep projects/tournaments to budgets		X
Good experience/understanding of running tournaments.		X
Have the ability to make sound unbiased judgements and recommendations to the board.		X

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Scope of job/key elements:

Main duties and Job Accountabilities	Measures and input required
Social media	Create, manage, and run University Touch Social media accounts in an engaging manner.
Club relations	Interact directly with clubs to promote the UTS as well as the University Clubs.
Tournaments	Attend most if not all tournaments and ensure that they gain good exposure; includes photos/videos of the tournament, promotional videos in advance, write up afterwards.
Marketing Plan	Formulate a strategic Marketing Plan on a per-season basis for UTS. This would need to be presented and approved to the University Touch Manager and the England Touch PR and Marketing Manager, and will be used to report to the ETA Board.
Advice	Be able and willing to provide advice directly to University clubs with regards to their own marketing strategy, and specifically regarding the use of the ETA & UTS logos and branding.