



Job Title: Sport Sales & Marketing Officer

Unit/School: Cardiff Met Sport

Grade: 3A/B

HERA: CMETS147

Core purpose of role

Cardiff Met Sport is developing a new range of revenue generating activities across our suite of programmes. You'll play a key role in supporting this growth through delivering targeted sales and marketing initiatives that deliver against income targets.

Key responsibilities and contributions

- Identify new lead generation opportunities and create opportunities to drive sales across identified programmes and activities.
- Work to agreed sales targets and produce regular reports that track sales data and relevant data that informs future decision making.
- Work with team members to develop and deliver sales campaigns that maximise return on investment and generate increased revenue.
- Contribute to the development of specific retention initiatives that support overall revenue generation targets.
- Support the Business Development Manager to develop and execute an annual social media campaign, including content creation and paid for advertisement.
- Deliver a range of activations aligned to targeted customer groups, which may include school and community group visits.
- Ensure relevant website areas are kept up to date.
- Contribute to all pre and post programme meetings on specific topics including planning and evaluation with the wider Met Sport team.
- The post holder will be required to adhere to safeguarding policies and procedures and may work directly with children and young people as part of sports camps and activities.
- Work with Heads of sports to put together compelling offers for the community in activities including Sports Camps, birthday parties, FanZones and other fun revenue generating activity sessions.



- Work with the Business Development Team to price, market and promote activities in order to meet revenue targets and grow the business in these spaces.
- The post holder will report to the Business Development Manager and will work closely with the Cardiff Met Sport team and wider university departments.
- Be responsible for delivering high levels of customer care and service delivery across the activities.

Person specification

Essential qualifications / Professional memberships

- 5 GCSE (A-C) or equivalent.

Essential experience, knowledge and skills

1. Previous sales experience or demonstrable knowledge of the sales and retention process.
2. Commercially astute with the ability to identify new opportunities.
3. Experience of delivering targeted sales campaigns from ideation to delivery and review.
4. Experience of working to income/sales targets.
5. Strong networking skills and the ability to build and make new connections.
6. Experience and or demonstrable knowledge of digital communications and website development.
7. Experience of using social media channels to advertise and promote commercial activity.
8. Ability to work flexible hours e.g. attend breakfast, evening and weekend events.

Desirable

1. Educated to degree level in marketing or business-related subject.
2. Previous work experience in a customer orientated environment.



Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable
A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post does not require a DBS check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.