

DIVISIONAL MARKETING AND COMMUNICATIONS MANAGER

Sport and Commercial Services

Division

SC4928

CANDIDATE BROCHURE



CONTENTS

3	What makes UEA so special?
5	The Role
7	The Person
8	Further Information including How to Apply
9	About the Division
11	Our Values
13	Accolades
14	A Sustainable University
15	Our Campus
16	Norwich - City of Stories
17	Location



WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university based in Norwich, Norfolk, United Kingdom. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines

and breaks new boundaries across its priority research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Many UEA scientists have played significant roles in the Intergovernmental Panel for Climate Change (IPCC), which was jointly awarded the 2007 Nobel Peace Prize for its efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Sir Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.



Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

For an informal discussion about the post please contact Phil Steele, Director of Sport & Commercial Services via phil.steele@uea.ac.uk or on 07831 559228.

UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.



THE ROLE

The post holder will support our Sport and Commercial Services Managers (to assist with customer insight, promotional campaign and all forms of customer communication, by way of preparation, implementation and review).

To plan and deliver a compelling insight-led schedule of marketing and communications activity to students, staff and community users and partners of the services offered by Sport and Commercial Services (SCS).

The role will be required to plan, implement and review consistent, timely and effective information across channels to support the aim of achieving key divisional business objectives by measuring outcome and grow awareness, usage and revenue for the SCS portfolio.

KEY RESPONSIBILITIES

- Actively implementing divisional marketing and communications strategies aimed at customers through detailed planning and delivery of departmental communications and marketing schedules through liaison with Admissions, Recruitment and Marketing (ARM) (and their campus initiatives) and respective divisional heads of department.
- Working with and reporting to divisional heads of department, to devise, implement and assess a dynamic marketing and communications schedule across the year. All campaigns and projects to have the necessary preparations, sales / outcome targets set, delivery mechanics agreed in time for each initiative.
- Working with UEA departments and external agencies to commission regular customer insight work to improve our understanding of the changing demands of our customers. To then oversee the various divisional customer feedback processes to ensure all departments are fulfilling our customer service commitments. To review as

required current systems and recommending improvements to provide enhanced customer engagement opportunities.

- To work with ARM and the divisional department heads / teams on opportunities identified for web development, identifying new and innovative ways of using the website to promote the department facilities and activities, utilising the brand guidelines for each department.
- To manage all social media platforms. To create and implement content plans, and through liaison with department staff, ensuring posts go out as scheduled and providing analysis of engagement. Where possible, to curate and encourage user-generated content, and recognition of department successes for use on websites and social media.
- To manage and / or create high quality, on brand and accessible graphic design work for a range of projects.
- Commission photography and videos to illustrate divisional facilities, services and activities, and create there where required.
- To ensure the internal and external point of sale information (e.g. noticeboards, poster frames, digital screens, banner sites, newsletters etc.) is kept up to date, working with divisional department heads on content and initiatives that will maintain high quality communications to customers at all times.
- To provide proactive public relations support to divisional department heads, fielding media enquiries and preparing responses as required in liaison with the Director of Sport and/or UEA communications team as required.
- To monitor and evaluate all activities undertaken across the division in order to assist subsequent planning:

Continued on the next page.

THE ROLE (CONTINUED)

- Evaluating the success of marketing and communications activities by measuring impact on usage, participation and engagement
- Use creatively gathered feedback from service-users, to improve future campaigns and communication
- Use website and social media analytics to make improvements to our service and customer experience
- To ensure all marketing activity legislation is complied with at all times.
- Any other such duties as may be assigned by the Divisional Director.

THE PERSON

EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Educated to at least A-level or equivalent level of qualification or hold directly relevant experience (E)
- Experience of working in a marketing management role within a commercially focussed consumer organisation (E)
- Experience of co-ordinating individuals to meet deadlines (E)
- Proven track record in the delivery of a co-ordinated marketing strategy (E)
- Experience of managing a budget (E)
- Experience of working effectively with external bodies and organisations (E)
- Experience of working within an organisations branding guidelines (E)
- Marketing qualification (e.g. CIM or IDM Diploma) (D)
- CRM experience within a previous role including experience in running CRM campaigns (D)

SKILLS AND KNOWLEDGE

- Demonstrable excellent communications skills including a high level of attention to detail for spelling and grammar (E)
- Strong all-round marketing skills and knowledge (including marketing mix), managing a website and online activities (E)
- Experience of researching, gathering and processing information in order to analyse, interpret results and recommend appropriate action (E)
- Excellent Web and IT literacy, with experience and good grasp of using standard office software, of updating internet pages, of taking and storing digital photographs (E)
- Knowledge of new trends in digital communications and willingness to learn and implement them (E)
- Proof-reading and sub-editing skills (E)
- Knowledge of local and national media and an understanding of media needs (D)
- Creative flair and an understanding of effective copy writing and an eye for layout and design (D)
- Ability to design / create high quality accessible graphics (D)

PERSONAL ATTRIBUTES

- Excellent oral, written and interpersonal and skills with ability to deal face-to-face, via telephone and email with individuals from a variety of backgrounds, cultures and nationalities (E)
- Excellent organisational and time management skills (E).

SPECIAL CIRCUMSTANCES

- Flexible approach to working hours and duties (E)

Essential Requirements (E) are those, without which, a candidate would not be able to do the job.

Desirable Requirements (D) are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

FURTHER INFORMATION

The post is available immediately on an indefinite full-time basis.

Salary will be £31,236 to £37,694 per annum on Grade 6 on the single salary spine.

Place of Work - The University is strongly committed to providing an excellent student experience and research environment, and it is expected that all staff will be available on campus to carry out their duties during their working week in support of these goals.

If successful you will be asked to show evidence of right to work in the UK prior to any formal offer being made. Non-British and non-Irish nationals entering the UK to undertake employment or who are currently in the UK will have to meet eligibility criteria under the points-based immigration system. The University may be able to provide sponsorship under the Skilled Worker route if relevant criteria are met. Please note, due to the complexities of the immigration system, Skilled Worker visa sponsorship is not guaranteed for every role. If you would like further information about whether this role is eligible for visa sponsorship, please contact staff.visacompliance@uea.ac.uk

The post is superannuable under the Group Personal Pension and there is an annual leave entitlement of 25 days, plus statutory (8 days) and customary (6 days) holidays. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment.

Information on the benefits of working at UEA can be found at <https://www.uea.ac.uk/about/working-at-uea>.

If you require the information contained within this candidate brochure in a different format please email staff.recruitment@uea.ac.uk

HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: <https://vacancies.uea.ac.uk>

The closing date for this role is 11:59pm on **1 March 2026**.

Please note that the application form contains an Equal Opportunities section which must be completed. The Equal Opportunities information will not be made available to the selection panel and will not form any part of either the short-listing or decision making process.

It is anticipated that interviews will take place on **10 March 2026** and we will inform you of the outcome of your application prior to this date.

Candidates should note that travel and incidental expenses incurred in attending an in-person interview will not be reimbursed.

ABOUT THE SPORT AND COMMERCIAL SERVICES DIVISION

Our Sport and Commercial Services Division supports the commercial activities of Sport, Accommodation, Retail, Catering and the Nursery across the University of East Anglia. This integrated approach ensures that each department has the same outlook in supporting the UEA Community. The aim of the division is to make the campus an attractive place to live, work and study as well, as well

as offering excellent experiences for the local community. The facilities we manage include the multi-purpose Sportspark and uea+sport department, 13 restaurants and cafes across campus, hospitality bookings and delivered catering, shops, student accommodation with award winning architecture, guest accommodation and a lively and inspiring nursery.

Welcome to UEA, and welcome to the Sport and Commercial Services Division!

We are constantly looking at how we can create new, and improve existing services to our customer base which stretches from students and staff to the wider community – all of whom make use of our amazing campus and facilities.

I have been a part of UEA since 2012 and believe in the little differences we can all make to improve services. For that we need the best clear thinkers, team players, but most importantly people that can provide the highest levels of service in all circumstances.

If this is for you then good luck with your application and I'd hope I can be welcoming you to the team soon.

Regards

Phil Steele, Director of Sport and Commercial Services, UEA



ABOUT THE SPORTSPARK

Sport, health and wellbeing is one of the most important elements to university life here at UEA. We have unique facilities from where our activities are based here at Sportspark and an award winning student programming team in uea+sport.

Over the next five years we plan to focus on three key areas:

1. Broadening participation: we're focused on making the process of participating much easier and more intuitive.
2. Improving wellbeing: the impact of participation in sports on mental health is known to be incredibly positive.
3. Serving the community: we have an ongoing commitment to the health and fitness of our students and the wider community.

UEA's support of sporting scholars has increased year on year, and a series of programmes identifies, assists and nurtures athletes so they have the opportunity to reach their potential.

We have the potential for a fantastic student experience with over 60 sports clubs, participation programmes and in terms of facilities an Olympic sized swimming pool, climbing wall, 3g football pitches, gymnastics centre, fitness centre and much more.





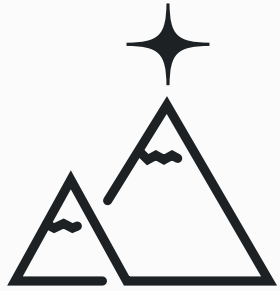
OUR VALUES

Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- ✦ AMBITION
- ✦ COLLABORATION
- ✦ EMPOWERMENT
- ✦ RESPECT

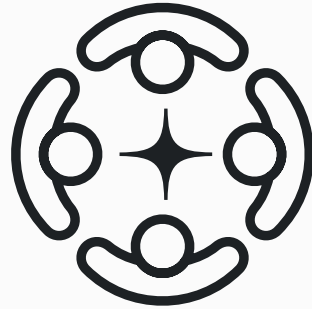
OUR VALUES (CONTINUED)



AMBITION

We are ambitious for our future success.

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.



COLLABORATION

We are collaborative in our approach.

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.



EMPOWERMENT

We empower ourselves and each other.

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.



RESPECT

We respect each other.

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Sir Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Sir Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

A vibrant place to study, learn and work, UEA is a very special place.



A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

At a basic level, our sustainable development means that we try to balance the 'three pillars' of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and 'eco' products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on X [@SustainableUEA](https://twitter.com/SustainableUEA)



OUR CAMPUS

UEA is based on a campus that provides top quality academic, social and cultural facilities to over 17,000 students.

Although located in 320 acres of rolling parkland, virtually no part of the campus is more than a few minutes' walk from anywhere else, so everything is close at hand – the library, nursery, health centre, supermarket (incorporating a post office) and restaurants. Amongst the striking buildings is the UEA's Sainsbury Centre for Visual Arts, which contains the Robert and Lisa Sainsbury Collection – one of the greatest art collections formed in Europe during the 20th Century.

The University has invested in new learning and teaching and research spaces, including a celebrated new Enterprise Centre that underpins its commitment to promoting student enterprise and entrepreneurship.

Sport and Recreation plays a major part in the life of the University of East Anglia, centred around the major Sportspark facility which is one of the most successful community sport facilities in the UK. This accessible and affordable facility provides a diverse range of activities, and incorporates a 50m Olympic size swimming pool, indoor climbing wall, coaching resource centre and sports injury clinic.



NORWICH

A CITY OF STORIES

The city's motto is 'A fine city' and its strong cultural heritage has seen Norwich maintain the best of its historical character whilst developing to become one of the most vibrant and attractive cities in Europe. Norwich offers miles of riverside walks and cycle ways, and a unique collection of 1930s parks. The city is surrounded by beautiful countryside and within easy reach of the stunning Norfolk coast.

Norwich is a UNESCO World city of Literature, the first in the UK, as well as being one of the newly named Tech Cities recognising the growth of digital businesses in the region. The most prominent high-rise building, apart from the castle, is the magnificent 11th century cathedral, which still dominates the skyline. The city's medieval centre of cobbled streets remains largely intact, but there is still space for modern buildings such as the city's centrepiece, the Forum, which is a striking piece of contemporary architecture. The glass front overlooks the colourful open-air market (one of the largest in the country) and reflects the city in all its diversity.

The city is consistently rated as one of the top ten shopping venues in the UK. Norfolk and Suffolk attract thousands of visitors each summer. The famous Norfolk Broads are among the most important wetlands in Europe and a haven for rare plants, wildlife and insects. The Broads attract holidaymakers who come to navigate the intricate natural network of waterways formed by the Rivers Bure, Yare and Waveney and their tributaries.

For further information about UEA's excellent facilities, staff benefits, picturesque campus and the UEA working environment, please visit the 'Careers at UEA' microsite <https://www.uea.ac.uk/about/working-at-uea>. Additional information about living and working in the city of Norwich can be found at <https://www.workinnorwich.co.uk/>



If there is another city in the United Kingdom with a school of painters named after it, a matchless modern art gallery, a university with a reputation for literary excellence which can boast Booker Prize-winning alumni, one of the grandest Romanesque cathedrals in the world, an extraordinary new state-of-the-art public library then I have yet to hear of it. Norwich is a fine city. None finer.

STEPHEN FRY



LOCATION

Some cities you've heard of, others you have to discover. Norwich is one of the most beautiful, modern historic cities in Britain. It's a city that celebrates the independent, stimulates creativity, promotes change and encourages diversity.

UEA is a campus university located 3 miles from the centre of Norwich. Situated in the heart of Norfolk, which means it's an ideal location to explore Norwich and beyond.

BY RAIL

LONDON • 2 HOURS

CAMBRIDGE • 1 HR 15 MINS

BIRMINGHAM • 4 HOURS

Many European cities (including Paris and Amsterdam) easily accessible by train

BY ROAD

KINGS LYNN • 1 HOUR

CROMER • 45 MINUTES

SOUTHWOLD • 1 HOUR

BY AIR

NORWICH AIRPORT • 20 MINUTES

STANSTED AIRPORT • 2 HOURS

London is a major airline hub and all main international destinations are easily accessible



An internationally renowned university, UEA is ranked in the UK Top 25 (Complete University Guide 2025), UK Top 30 (The Mail 2025) and the World Top 100 (Times Higher Education Impact Rankings 2024), where it ranks in the UK Top 20 for research quality (Times Higher Education Rankings for the Research Excellence Framework 2021) and World Top 20 for Health and Wellbeing (QS World University Rankings for Sustainability 2024), reflecting the international excellence of its research environment. The University holds UK Teaching Excellence Framework Silver status.

Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we already hold an Athena Swan Silver Institutional Award in recognition of our advancement towards gender equality. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our [website](#).

