

CUSTOMER RELATIONS MANAGER (SALES AND MARKETING)

Sportspark

SP577

CANDIDATE BROCHURE



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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. Our Professors Corinne Le Quere, Rachel Warren and Robert Nicholls were recipients of Nobel Peace Prize (2007), awarded to Al Gore and the Intergovernmental Panel for Climate Change (IPCC) in recognition of 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 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 Ben Price, Head of Sports Operations, via email at ben.price@uea.ac.uk

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.



OUR BENEFITS

UEA offers a fantastic benefits package for staff. We recognise all our staff have different priorities and lifestyles so we are continually reviewing our offering to ensure there are benefits which suit everyone. Current benefits include:



Competitive Rates of Pay



28 Days Holiday



Contributory Pension



Staff Development



Sportspark Discount



Research Support



Health and Wellbeing



Library



Campus Facilities



Care Leave Policies



Sainsbury Centre for Visual Arts



Ofsted Outstanding Nursery



And much more!

Further information can be found on our [Staff Benefits page](#).

THE ROLE

The postholder will be responsible for driving increases to new member sales and the retention of existing members.

They will lead development, implementation and continuous improvement of the Sportspark (SP) customer journey and will be responsible for the development of strategies and campaigns to increase and retain customers, the development of new strands of activity and the evaluation of success through increased income and customer satisfaction.

KEY RESPONSIBILITIES

- Responsible for the day to day sales and marketing activity including all customer communications (including digital, front desk and membership teams) alongside the appropriate budgets.
- To conceive, develop and implement a comprehensive annual sales, marketing and promotions plan for the Sportspark to achieve its business objectives.
- To provide campaign measurement, analysis and evaluation of all activities implemented in order to assist subsequent planning.
- To work with the Head of Sports Operations and other senior managers to create and implement a plan to acquire, retain and renew members and users and increase and maintain high levels of customer satisfaction.
- To utilise the management information systems ensuring all data is cleaned and meets agreed standards.
- To manage and develop the use of the system and qualitative customer feedback to inform improvements to processes and strategies for increased sales and retention.
- To review and actively seek to improve the journey our customers go through from the point of initial contact until the time they no longer use our facilities.
- To utilise the activities within the customer insight programme to provide analysed results for the management team to respond to with the objective of improving customer journeys/experiences, ensuring a consistent approach to customer communications and complaints and that enquiries and complaints are dealt with accurately, in a timely fashion and in accordance with SP policies
- To oversee the management system and in turn maximise the results from the sales process from initial enquiry through to conversion to taking up membership.
- To manage, lead and inspire the Marketing and Communications, Membership and Customer Services Advisor teams in delivering the highest standards of customer service at all times. To undertake line management responsibilities for recruitment, induction, training, development and performance management of the team within the department.
- To ensure accurate and sufficient structure of departmental staffing to maximise operational efficiency and customer service.
- To ensure that customers are guided into making the appropriate choice of membership / casual activity purchase, achieving monthly net sales gain and enquiries targets.
- To develop and implement a proactive approach to saving members looking to cancel and drive retention, and ensure the sales reporting processes are adhered to.

Continued on the next page.

THE ROLE CONTINUED

KEY RESPONSIBILITIES CONTINUED

- Responsible for preparation of reports and key performance indicators for sales and retention and customer service areas, including the review of promotional statistics and data interrogation / analysis.
 - To work in partnership with the other service teams in SP, maximising the use of the expertise in the management team, ensuring SP activities are promoted in support of the business objectives.
 - To liaise and network with a range of stakeholders including customers, colleagues, suppliers and partner organisations.
 - To ensure all marketing activity legislation is complied with at all times.
 - Any other such duties as may be assigned by the Head of Sports Operations.
- To undertake regular training basic life support, advanced resuscitation and first aid, and to use such skills as required in emergency/first aid situations.
 - To maximise the effectiveness and efficiency of the operation of the Sportspark by contributing to the overall management team.

DUTY MANAGER RESPONSIBILITIES

- To act as Duty Manager for the Sportspark when the managers' rota requires, ensuring the efficiency of operation and delivery of the highest standards of customer care across the Sportspark on a day to day basis.
- To co-ordinate all operational staff during the Duty Manager shifts, deal with customer complaints and have responsibility for operational health and safety of customers, staff and the facility.
- As Duty Manager to open up and secure the building, ensuring all alarms are set and the building security keys are lodged overnight with UEA Security.
- To carry security and fire alarm monitors at all times and to take control in the event of emergencies requiring investigation of fire alarms and/or evacuation of the building.

THE PERSON

EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- A marketing degree (e.g. CIM or IDM Diploma) or equivalent level of qualification and/or substantial experience in a directly comparable role (E)
- Demonstrable success in improving net sales growth and/or customer growth through innovative sales techniques (E)
- Proven track record of developing and implementing integrated marketing and promotional plans to meet or exceed targets (E)
- Experience of effectively gathering and utilising customer feedback and research findings (E)
- Demonstrable successful line management experience within a sales team (E)
- First Aid at Work (FAW) qualification or the ability to obtain the qualification within two months of employment (E)
- Experience of working with high throughput and varied customer base (E)
- Budget management experience (E)
- Customer Relations Management (CRM) experience within a previous role (D)

- Degree level qualification relevant to sport and leisure management (D)
- Experience in running CRM campaigns (D)
- Experience in a sales role within the sports and/or leisure industry (D)
- Experience of supervising managing a sports or leisure complex (D)

SKILLS AND KNOWLEDGE

- Excellent oral, written and interpersonal skills with ability to deal face-to-face, via telephone and email with individuals from a variety of backgrounds, cultures and nationalities (E)
- Strong all-round marketing and customer relations skills and knowledge (E)
- Sound knowledge of the working practices of large leisure/sports complexes (E)
- Excellent Web and IT literacy, with experience and good grasp of using standard office software, updating internet pages and managing social media accounts and presence (E)
- Knowledge of developments and new trends in digital communications and ability to identify and develop those which will best support the Sportspark and its customers (E)

- Excellent organisational and time management skills (E)
- Knowledge of local and national media and an understanding of media needs (E)
- Creative flair and an understanding of effective copy writing and an eye for layout and design (E)
- Line management skills (E)
- Knowledge of working with sporting administration systems (D)

Continued on the next page.

THE PERSON CONTINUED

PERSONAL ATTRIBUTES

- Ability to plan and organise a full programme of work while working on own initiative (E)
- Ability to identify and capitalise on opportunities for customer sales and other income (E)
- Well-organised, with attention to detail and thoroughness (E)
- Confident and professional in dealings with internal and external audiences (E)
- Tactful and diplomatic (E)
- Able to work in a demanding environment to meet deadlines (E)

SPECIAL CIRCUMSTANCES

- Flexible approach to working hours and duties (E)
- Appointment will be subject to a criminal record check at Enhanced level from the Disclosure and Barring Service (DBS) (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 working any 5 days in 7, including early mornings, evenings and weekends

Salary will be £35,341 to £36,363 per annum on the Sportspark salary scale. This salary is inclusive of any time for training hours which falls outside of scheduled working hours.

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 the total annual holiday entitlement including Customary and Statutory days is 28 days. 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 and a criminal record check at Enhanced level from the Disclosure and Barring Service (which you will be required to pay for). For roles based within an Educational setting, Enhanced checks will be carried out every 3 years at the cost of the University.

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

[uea.ac.uk/about/working-at-uea](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 **14 October 2024**.

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 the week commencing **21 October 2024** 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

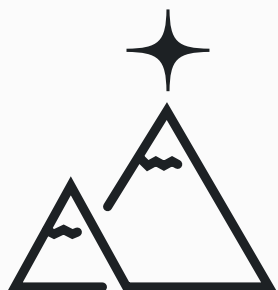
Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

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), Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), 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 Twitter [@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), banking facilities 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 1930's 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 30 (The Times/Sunday Times 2024, Guardian University Guide 2023 and Complete University Guide 2023) and the World Top 50 (Times Higher Education Impact Rankings 2023), where it ranks in the World Top 100 for research citations (Times Higher Education World University Rankings 2023), 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](#).

