



**HARTPURY
SPORT**



Hartpury Men's Football

Digital Media & Marketing Studentship Opportunity

Hartpury Football Academy are looking for an enthusiastic and committed individual to join and provide the digital media and marketing for our National League team, British University and College Sports (BUCS) team and Association of Colleges (AoC) team for the upcoming 2024-25 academic year.

The Postgraduate Studentship offers a part-funded place on MSc Sports Management degree in collaboration with The Hartpury Sports Business Hub; studied over one or two years

Dream | Nurture | Achieve



Studentship responsibilities will include the following:

- Assisting with Hartpury Sports Academy Football programme in the area of expertise / specialism (Digital Media and Marketing).
- Deliver weekly marketing material across our social media platforms.
- Match day coverage for all Hartpury University FC home fixtures including programme creation on Zeeon X.
- The role would require varying commitments and hours based on the schedule (This will include weekends and evenings).
- Consult with senior management on a weekly basis to ensure best practice and objectives are met.
- They will lead and implement a strategy to grow and engage our social media followers and stakeholders.
- Contribute to the football academy experience building relationships with both staff and students to develop and improve yourself and the programme.
- Promote and represent Hartpury University and Hartpury Football in a professional manner.
- Completing your postgraduate research project alongside our university strategic direction with the aim of actively contributing to our evolving postgraduate research and knowledge exchange community and impacting our applied Sports Academy provision.



Person Specification

- Preferably a 2.1 undergraduate degree in Sports Business Management or related sports field (although this is open to discussion based on application)
- The successful candidate must be capable of providing a high-quality social media content to service a growing football brand.
- Desirable but not essential experience in social media content creation.
- Excellent inter-personal and communication skills to deliver a variety social media content.
- The successful candidate will be a highly organised and personable individual who can problem solve quickly and efficiently and has an eye for detail.



Studentship benefits

- Partial funded tuition on MSc Sports Management.
- Access to a forward thinking and progressive football club.
- Opportunity to network with professional and semi-professional clubs, staff, players and league officials both nationally and internationally.
- Gym membership for the Sports Academy, staff kit and free parking
- Membership to our PG Studentship Group who meet regularly for CPD, sharing of good practice and reflection sessions



At Hartpury, we firmly believe you can achieve academically whilst performing within our sports academies. In ensuring that all MSc Studentship recipients achieve their academic potential, all students are required to adhere to academic regulations and meet the expectations set out in our Hartpury University Academy Scholarship document. Such expectations include attendance, engagement, application, values, behaviour (on and off campus) and athletic performance.

To apply for the Postgraduate Studentship: please scan the QR Code and complete the application form

To inquire further into this Studentship: please contact, Dr Martin Longworth, Senior Lecturer in Sports Coaching, Martin.Longworth@hartpury.ac.uk

Closing date: Monday 22nd April 2024

