

	Last Updated: 20/08/2026		
Job Title	Content and Communications Executive		
Faculty/ Department	Marketing	Legal Entity	University of Surrey
Job Family	Commercial Services	Job Level	3A
Reports To	Freya Hutt/Oscar Jeffrey	Line Manages (role title(s))	N/A

Job Statement

As the **Content & Communications Executive**, you will support the delivery of engaging and inspiring content across Surrey Sports Park (SSP) and Team Surrey's marketing and communication channels.

You will be responsible for creating, gathering and publishing content that promotes participation sport, active wellbeing, fitness, events, competitions, programmes, services and commercial activities across Surrey Sports Park and Team Surrey.

Working closely with the Marketing & Communications Executives, you will assist in bringing campaigns to life through compelling digital content, storytelling, photography, videography, copywriting and social media activity. You will play a key role in enhancing engagement with students, staff, members, athletes, partners and the wider community.

The role will support a wide range of business areas including sport and fitness memberships, facilities, camps, courses, holiday activities, events, competitions, The Treatment Room, community outreach programmes and Team Surrey sport.

You will contribute to the creation and maintenance of content across websites, social media platforms, email communications and digital screens, ensuring all content reflects the Surrey Sports Park and Team Surrey brands and values.

Key Responsibilities This is not designed to be a list of all tasks undertaken but the main responsibilities (5 to 8 maximum)

1. Create engaging content for Surrey Sports Park and Team Surrey digital channels, including social media, websites, email marketing and digital displays.
2. Attend events, fixtures, activations and campaigns to capture photography, video and live content.
3. Write compelling copy for social media, website articles, campaign content, newsletters and promotional materials.
4. Schedule and publish content across social media channels, monitoring engagement and responding to enquiries where appropriate.
5. Support the Marketing & Communications Executives in delivering integrated marketing campaigns and promotional activity.
6. Maintain content libraries, digital assets and brand resources to ensure consistency across all communications
7. Assist with the design and production of promotional materials, graphics and presentations in line with brand guidelines.
8. Monitor content performance and provide insights and recommendations to improve engagement and communications effectiveness.

N.B. The above list is not exhaustive.

Role Scope and Impact This is a summary of the post holder's role in delivering outcomes, making decisions, and the complexity of problem-solving involved in the role.

1. **Accountability:** Describe level of autonomy and decision making
Eg, The post holder will follow established guidance with freedom to make decisions within defined boundaries. Decisions outside these parameters will require approval from their manager.
2. **Problem solving:** Describe complexity and nature of problems handled.
Eg The post holder will operate with clear procedures, and most tasks are operational in nature and heavily guided by established protocols.

Supplementary Information

Eg The post holder has no budgetary responsibility

Eg The post holder will interact with a large cohort of students and academic staff.

Reporting to the Marketing & Communications Executives, the successful candidate will have no direct line management or budgetary responsibilities.

Person Specification This section describes the knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

Qualifications and Professional Memberships

Educated to A-Level standard or equivalent qualification in Marketing, Communications, Journalism, Media, Digital Content or a related subject.

E

Relevant experience in marketing, communications, content creation or digital media.

E

Relevant professional qualifications in Marketing, Digital Marketing or Content Creation.

D

Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).

Level 1: basic level of understanding/experience and can apply it with guidance.

Level 2: good level of understanding/experience and can apply it with little or no guidance.

Level 3: expert level of understanding/experience and can apply, develop it and guide others.

**Essential/
Desirable**

**Level
1-3**

Excellent written and verbal communication skills

E

3

Strong copywriting and storytelling skills

Experience creating content for social media platforms

E

2

Experience capturing and editing photography and video content

E

2

Experience using social media scheduling and analytics tools

E

3

Experience using Canva, Adobe Express or similar design software

E

1

Good IT skills including Microsoft Office applications

E

2

Experience using Adobe Creative Suite, particularly Photoshop and Premiere Pro

D

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Experience using website content management systems

Experience using
website content
management systems

Experience
using website
content
management
systems

Special Requirements This may include a Disclosure and Barring Service (DBS) check, regular overseas travel, driving licence, shift work.

**Essential/
Desirable**

To work during unsocial hours including early mornings, evenings and weekends as required for events and activations

E

DBS check

D

Core Competencies This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.

**Level
1-3**

Communication

3

Adaptability and Flexibility

3

Customer, Client service and support

2

Planning and Organising

3

Continuous Improvement	2
Problem Solving and Decision Making Skills	2
Managing and Developing Performance	1
Creative and Analytical Thinking	3
Influencing, Persuasion and Negotiation Skills	2
Strategic Thinking and Leadership	1

This Job Purpose outlines the core activities of the role. As the Department/Faculty and the post holder evolve, the duties and focus of the role may change. The University expects the post holder to adopt a flexible approach to work, including undertaking relevant training when necessary. If significant changes to the Job Purpose are required, the post holder will be consulted, and the changes will be reflected in a revised Job Purpose.

All staff are expected to:

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Contribute towards broader university initiatives that have a positive impact on student experience, recruitment and campus operations. This may include participation in cross-functional activities such as open days, confirmation and clearing, welcome week, graduation.
- Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, operating in a collegiate manner at all times.

Help maintain a safe working environment by:

- All staff have a statutory responsibility to take reasonable care of themselves and others and to prevent harm by their acts or omissions. All staff are, therefore, required to adhere to the University's Our Safety Policy Statement and associated Procedures.

Organisational/Departmental Information & Key Relationships

Background Information

Surrey Sports Park (SSP) is at the heart of sport and physical activity in Surrey, delivering outstanding sport, health and wellbeing experiences for University of Surrey students, staff and the wider community.

The Content & Communications Executive will work closely with the Marketing & Communications Executives, wider Surrey Sports Park teams, Team Surrey colleagues, University departments, student groups, athletes, partners, sponsors, agencies and external suppliers.

The role will play an important part in ensuring that Surrey Sports Park and Team Surrey continue to engage, inspire and connect with audiences through high-quality, authentic and impactful content.

Department Structure Chart

