



University of Essex

Candidate pack:

Essex Rebels Manager (Sales and Operations)



WELCOME

Thank you for your interest in the position of Essex Rebels Manager (Sales and Operations) at the University of Essex. We are looking for an experienced professional with excellent organisational skills and commercial acumen to help us achieve our ambitions for our Essex Rebels sports franchises. The University's Sport Sub-Strategy 2023-28 sets out a bold and exciting vision to firmly establish Essex as the leading sporting institution in the region, and you will play an important role in contributing to delivery of that objective.

Since 2018 we have been building a national reputation for excellence for our Essex Rebels game day entertainment and the professionalism of our operational delivery in the elite-level basketball and volleyball national leagues. This was recognised in 2023 when we were awarded the Basketball England 'best gameday experience' award. This excellence in delivery has also been supported by significant investment in facilities. The £12M Essex Sport Arena, one of the best spectator sporting facilities of its size in the country, opened in 2018, and since then a programme of investment in additional infrastructure has seen it develop further to being the best equipped in the U.K.

Over the past year we have also placed spectator sport at the heart of our University campus experience, developing a range of fan engagement initiatives such as the creation of a first of its type in the U.K. student-led supporters club called 'The Tribe', which has attracted over 800 student members. This recently received national recognition, winning the Colleges and Universities Business Officers 'Innovation in Student Experience' annual award.

We have also developed a multimodal approach to developing a fanbase for our Essex Rebels teams and marketing of our game days. This has included development of our digital and social media presence, as well as an extensive schools and local community outreach programme called the Rebels Roadshow. In the past year, we have had the highest average attendance in the Women's British Basketball League, and set a new league attendance record, with over 1500 spectators at a standalone women's game.

We are now looking for an experienced and highly capable professional to further develop and enhance our 'off-court' operations, setting new standards in gameday entertainment and increasing revenue generation. You will have a proven track record in sales and marketing, and experience of event organisation and entertainment delivery. You will also have experience of successfully leading teams of creative and marketing staff. Working closely with our operational team, it would be an advantage to also have a good understanding of what it takes to run a successful sports or entertainment venue.

This is an exciting time to be joining the University's sport team, and the Essex Rebels Manager (Sales and Operations) will play an important role in writing a new chapter in the development of sport at the University of Essex. If this sounds like an opportunity and a challenge that you are ready for, then I very much look forward to hearing from you.

Dave Parry
Director of Sport

ABOUT US

Over the next 5 years, we have an exciting vision for sport at the University of Essex with our new Sport Sub strategy 2023-28 encompassing five priority areas that will support the University in realising its strategic ambitions. Our performance sport programme sits within the priority area of Performance, Pride and Reputation, and since its inception [[Performance Sport](#)] over 8 years ago we have successfully delivered sporting success in our focus sports. As part of the sub-strategy, working alongside the Students' Union, we will now also be taking a similar approach to developing performance across all of our representative student sports teams.

We have invested £12 million to create a 1,655 seat state-of-the-art Essex Sport Arena, the largest indoor spectator sporting venue in the east of England [<https://www.essex.ac.uk/arena>], and from 2023-24 we have doubled the amount of scholarship funds available to recruit scholar-athletes - with the scholarship programme supported by a new permanent member of our staff who assists coaches with the recruitment of scholar-athletes to our performance teams.

In 2017 we created a new interdisciplinary academic department bringing together sport, rehabilitation and exercise sciences ([SRES](#)) and we are delighted that in a very short time it has been ranked 23rd for research power in the REF 2022 assessment of research. We work closely with the department to offer work-based learning opportunities and practical hands-on experience for our students in multiple areas such as sports therapy, performance analysis, sport science and strength and conditioning.

We have many partnerships with National Governing Bodies and Professional Sports Clubs, including formal links with The FA, being a Women's High Performance Centre, An LTA University Partner, Volleyball England Senior Academy, Basketball England ASPIRE Super Region Hub, England Rugby Partner and a Sport England TASS Accredited Centre and Dual Career Accredited University.



ESSEX REBELS

Elite-level sports franchise

In 2018 our women's basketball team joined the U.K.'s professional league, the WBBL, as the first Essex Rebels team. Since then our men's basketball team has progressed to the professional-level National League Division 1. In 2022 the Rebels franchise was expanded, with women's and men's volleyball teams playing in the national Super League.

Game day experience

Our game days provide a complete entertainment experience including exciting sporting action, a live DJ, match host and compere, our larger (and louder) than life mascot, Queen B, interactive entertainment through our 'jumbotron' screen (such as Dance Cams and audience Look-a-like competitions), cheerleaders, half-time music acts and audience competitions, in-game multimodal digital engagement, and an extensive food and drink offering.

Fan engagement project

Essex Rebels game days are at the heart of our campus student experience, and the 'Tribe' is our student supporters' section. Drawing inspiration from the U.S., our game days attract hundreds of student fans proud to wear their University colours and cheer on the Rebels.

Community

Around half of our audience is composed of people from our local communities around the University and more widely from the region. Game days are particularly popular with local families, as they provide engaging entertainment from start to finish, as well as inspiring role models within our teams.

Outreach

We aim to inspire children and young people to achieve their full potential, in sport, education and life. The Rebels Roadshow engaged over 2,000 children in local schools over the 2022-23 season, and the Essex Rebels Junior Basketball Club has grown to being one of the largest in the country in the space of less than 5 years.



JOB DESCRIPTION

Contract:	Permanent, Full-time
Hours:	38 hours per week
Salary:	UECS Band H £42,898 - £48,268
Responsible to:	Head of Sport Engagement
Reports on a day-to-day basis to:	Head of Sport Engagement
Responsible for:	Direct – (3) Fan Engagement and Matchday Entertainment Officer, Digital Content Creator, Essex Rebels Junior Basketball Club Manager. Indirect – (25+) Essex Rebels Marketing Officer, Gameday Entertainment Crew (10), Tribe student management committee (15)

Purpose of the post:

Be the primary person responsible for the off-court operations of the Essex Rebels basketball and volleyball teams, encompassing:

- Ticket sales and marketing planning and delivery
- Working with the University Advancement team on securing team sponsors and the delivery of a sponsor stewardship plan
- Development of other significant income streams including the sale of merchandise and other secondary spend
- Overall management of the Essex Rebels budgets
- Be the primary contact for the basketball and volleyball leagues
- Season planning, fixture scheduling, and arrangement of game officials and away game logistics
- Game day operations including in-venue entertainment and game broadcast (and working closely with the Essex Sport team to ensure the facility operations plan supports the game day)
- Delivery of the 'fan engagement plan' and associated objectives, particularly in relation to developing a culture of attendance among our University community
- Digital and in-venue fan engagement activities including content creation and dissemination
- Oversight of the Essex Rebels Junior Basketball Club, children's basketball camps and activities
- Regular reporting on performance against objectives and targets

ROLES AND RESPONSIBILITIES

Main Responsibilities

Developing and Delivering Commercial Plans

- In conjunction with the Essex Rebels Marketing Officer develop a game day ticket sales and marketing plan that generates ticket income in line with the 5-year financial projections for Essex Rebels basketball and volleyball
- Working with the University Advancement team, develop an annual plan for securing sponsorship income of the Essex Rebels teams, and for managing the relationships with existing sponsors, including the delivery of sponsor benefits.

- Manage the processes of design, procurement, stock management and sale of a varied and extensive range of official Essex Rebels merchandise
- Develop other significant income streams associated with the Essex Rebels brand and in-venue and digital engagement with fans

Team Operations

- Have overall responsibility for the management of the Essex Rebels budgets. Working closely with the Head of Performance Sport, Head of Basketball Performance, and Volleyball Head Coach to ensure that on-court costs, including player salary costs, are included within the budget planning process.
- Be the primary point of contact with the basketball (WBBL, BBL, NBL) and volleyball (NVL) leagues, attending meetings and responding to correspondence.
- Oversee the scheduling of home and away fixtures, liaising with the leagues and opposition teams as required.
- Be responsible for logistical arrangements for Essex Rebels teams, including management of travel arrangements, and booking of game officials where required.
- Be primary point of contact with official kit suppliers, agreeing designs and ensuring delivery of clothing and other items in line with season planning dates

Game Day Operations

- Attend significant proportion of Essex Rebels home game days.
- Line management of the Fan Engagement Officer to ensure that the development and delivery of game day entertainment plans support the achievement of commercial plans and the objectives within the Fan Engagement Plan
- Work closely with the Essex Sport Operations team to ensure that the game day facility event plan fully supports the commercial and fan engagement objectives and targets.
- With the support of the Fan Engagement officer oversee the broadcast of livestream footage of games, ensuring that the broadcast supports the achievement of commercial plans and the objectives within the Fan Engagement Plan
- Line management of the Essex Rebels Digital Content Creator to ensure that engaging digital content is posted to social media and websites to support the achievement of commercial plans and the objectives within the Fan Engagement Plan
- Oversee the activities of the 'Tribe' student fan section committee, assisting them to engage the University community in order to develop a 'culture of attendance' at Essex Rebels games

Departmental Support

- To be present for departmental and University wide events including some evening and weekend working, for example welcome week, open days, Derby day and other University events. offering support and guidance and assisting delivery where required.
- Attend off-site meetings, conferences and competitions as required, including some overnight stays
- Deputise for the Head of Sport Engagement as and when required.

PERSON SPECIFICATION

Job title: **Essex Rebels Manager (Sales and Operations)**

SKILLS/KNOWLEDGE	ESSENTIAL OR DESIRABLE
Excellent organisational and planning skills	Essential
Strong entrepreneurial skills and work ethic	Essential
Ability to lead, inspire and motivate individual staff and teams to achieve business objectives	Essential
Flexible attitude to working with willingness to work evenings and weekends as required	Essential
Excellent IT, data analysis and presentation skills	Essential
Excellent communicator, able to utilize written, verbal and presentation skills, and able to tailor style and content appropriately for the audience	Essential
Able to set, monitor and manage targets and benchmarks for staff performance, acting when required to improve standards and deal with under-performance	Essential
Ability to build trust and strong relationships with a range of stakeholders at a senior level	Essential
Knowledge of the operations of professional sports teams, and an interest in basketball and/or volleyball	Desirable
EXPERIENCE	ESSENTIAL OR DESIRABLE
Evidence of a successful track record in a sales and/pr marketing environment	Essential
Significant experience of event management, ideally involving delivery of sporting events or similar entertainment events	Essential
Demonstrable evidence of managing a team and developing staff in order to achieve challenging targets	Essential

Experience of successful budget management	Essential
Experience of managing contract negotiations	Essential
Experience of working with volunteers, ideally within a sporting environment	Desirable
Experience of delivering community engagement events	Desirable
Experience of managing broadcast and media production	Desirable
QUALIFICATIONS/TRAINING	ESSENTIAL OR DESIRABLE
Degree-level qualification in a relevant discipline	Essential
Demonstrable evidence of a proactive approach to continual personal development and learning	Essential
Marketing or Business Management qualifications	Desirable
OTHER	ESSENTIAL OR DESIRABLE
Ability to meet the requirements of UK 'right to work' legislation*	Essential

Other Information

Hours of work are 38 hours per week. The post holder will be expected to regularly work outside of normal working hours.

Any particular area of focus or responsibility may change or cease in accordance with departmental needs and as commensurate with the level and scope of the post.

Post holders will be required to conform to the department's uniform regulations, including wearing Personal Protective Equipment, where necessary and whenever advised to do so.

Terms of Appointment:

For a full description of the terms of appointment for this post please visit:

[My contract | University of Essex](#)