



# HARTPURY DIGITAL MEDIA & MARKETING

## STUDENTSHIP MSC SPORTS BUSINESS / BUSINESS MANAGEMENT

*Hartpury Football Academy are looking for an enthusiastic and committed individual to join our digital media and marketing team for 26/27 season. You will be responsible in delivering our media content and ultimately building our brand identity. Responsibility includes every aspect of our football programme from British University and College Sports (BUCS), Association of Colleges (AoC) and our national pyramid pathway.*



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



## STUDENTSHIP RESPONSIBILITIES

- Producing, monitoring and managing our social media channels with the aim of spreading awareness of our brand and programme (Digital Media and Marketing).
- The placement will require you to start in August 2026 through to the end of the season in May 2027
- Deliver weekly marketing material across our social media platforms.
- Match day coverage of home/away fixtures depending on schedules.
- The role would require varying commitments and hours based on the schedule
- 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 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

- 2.2 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 and engaging social media content to service our growing 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.

## BENEFITS

- Partial funded tuition on MSc Sports Management or Buisness 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



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

To inquire further into this Studentship: [Christopher.Knowles2@hartpury.ac.uk](mailto:Christopher.Knowles2@hartpury.ac.uk)

Closing date: Monday 28th April 2026

