



University of Essex



Candidate pack:

# Fan Engagement and Gameday Entertainment Officer



# WELCOME

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Welcome to the Essex Rebels, where we're not just rewriting the rules of the game—we're tearing them up and forging our own path.

As the home of the brave, bold, and curious, we're not afraid to challenge convention and do things differently. From our fearless players on the court to our passionate fans in the stands, rebellion is in our DNA. Together, we'll challenge the status quo, one game, one play, and one fearless act of rebellion at a time

Enter our Fan Engagement and Gameday Entertainment Officer role, a pivotal position in our mission to put sport at the heart of campus life. We're seeking a dynamic individual who can transform our games into must-attend events for The Tribe - our student supporters' group. Your role will be crucial in growing student spectatorship and fostering a deep connection between our representative teams and the student body.

You'll also be the driving force behind creating an electric atmosphere that draws students to our games in droves. Through innovative fan engagement strategies, you'll turn casual observers into die-hard supporters, building a community that exudes the Essex spirit. Are you ready to be a Rebel?



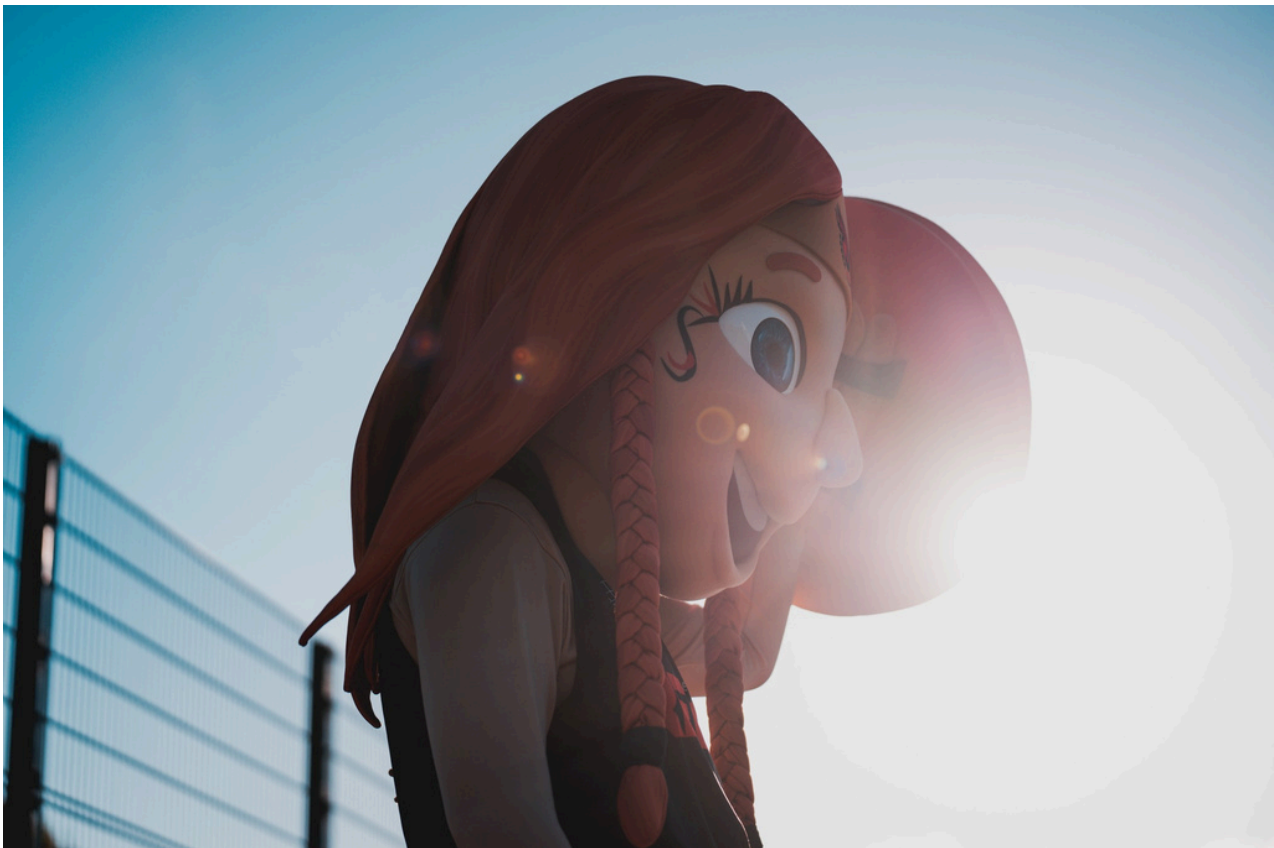
# ABOUT US

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Based at the University of Essex, the Essex Rebels is a dynamic and growing sports programme encompassing basketball and volleyball, offering a full pathway from grassroots to professional levels. Our games are hosted at the state-of-the-art Essex Sport Arena on our Colchester campus, providing an exciting and vibrant atmosphere for our teams and fans alike.

## THE REBELS WAY

The name "Essex Rebels" reflects a rich history of political activism at the University, resonating with our strapline, "Rebels with a Cause." Our connection to Colchester, site of Queen Boudicca's rebellion against the Romans, further reinforces our rebellious spirit and determination to challenge the status quo.



## OUR JOURNEY

Since our formation in 2017, the Essex Rebels have embarked on a remarkable journey. Our relentless pursuit of excellence, both on and off the court, encompasses innovative fan engagement initiatives that have garnered acclaim, including our award-winning game day experience, alongside championship-winning performances, cementing our growing reputation as one of the most respected University programmes in the UK.

# ESSEX REBELS

## PERFORMANCE AND ACHIEVEMENTS

We take enormous pride in fostering equality and parity between our men's and women's teams, ensuring equal opportunities and support for all athletes regardless of gender. Our teams compete in a number of prestigious national professional leagues, including the Volleyball England Super League (VSL), Women's British Basketball League (WBBL) and the National Basketball League (NBL).

In the 2023-2024 season, our Rebel teams excelled in their respective leagues. The Women's basketball team achieved a notable 5th place finish in the Women's British Basketball League and reached their first ever trophy final. Meanwhile, the Men's basketball team secured an impressive 2nd place in the NBL Division 1, their highest finish to date. Additionally, our volleyball teams made history by reaching the NVL Super League Final Four for the first time, with the men's team earning the bronze medal.



## COMMUNITY OUTREACH

Our commitment extends beyond the court with an aim to inspire children and young people to achieve their full potential, in sport, education and life. Our Essex Rebels Junior Basketball Club has grown to being one of the largest in the country in the space of less than 5 years. Furthermore, our professional players actively engage with the community by delivering school assemblies after-school sessions to approximately 2,000 children each season.

We also spearhead special social action projects like 'Ballin with a Bobby' in collaboration with Essex Police and 'Rebels Reach', both aimed at providing sports opportunities in socially deprived areas. These initiatives underscore our commitment to using sport as a catalyst to positively change lives.

# ESSEX REBELS

## FAN ENGAGEMENT AND GAMEDAY EXPERIENCE

Our unique and award-winning game day experience has revolutionised spectatorship on campus, featuring a dedicated fan zone, vibrant music, dance, cheer performances, and our beloved larger-than-life mascot, Queen B, who brings an extra spark to our electrifying atmosphere.

Central to this experience is 'The Tribe', our passionate student supporter section, whose enthusiasm and energy contribute to making game days unforgettable.

We proudly boast an impressive average attendance of 800 spectators per basketball game, leading all professional women's basketball teams in the UK. Additionally, we proudly hold the first and second highest attendance records in the Women's British Basketball League.

Our innovative efforts have not gone unnoticed, recently receiving national recognition, winning the Colleges and Universities Business Officers (CUBO) 'Innovation in Student Experience' award.



## PARTNERSHIP WITH ESSEX CRICKET

Excitingly, our journey extends beyond basketball and volleyball with our recent partnership with Essex Cricket to form a Tier One professional women's team from the 2025 season. Under the unifying mantra of "We Are Essex," this collaboration aims to establish the region as a leader in women's professional sport. Our ambitious strategy envisions inspiring women and girls, growing participation, developing talented athletes, and attracting a larger audience across all sports.

# JOB DESCRIPTION

|   |  |
|---|--|
| <b>Job Title and Grade</b>              | Fan Engagement and Gameday Entertainment Officer<br>UECS Band E  |
| <b>Contract</b>                         | Permanent, Full-time   |
| <b>Hours</b>                            | Your hours of work are as required to perform the duties of your role, for a full-time employee this is normally 38 hours per week. Evening and weekend work will be required. |
| <b>Salary</b>                           | £27,879 - £31,236 per annum  |
| <b>Department/Section</b>               | UECS (Essex Sport)   |
| <b>Responsible to</b>                   | Director of Sport  |
| <b>Reports on a day to day basis to</b> | Essex Rebels Manager (Sales and Operations)  |
| <b>Responsible for</b>                  | Entertainment event staff  |

## About the Role

We are seeking a full-time Fan Engagement and Gameday Entertainment Officer at our Colchester campus. In this role, you will play a pivotal part in creating dynamic experiences that foster long-term fan loyalty and enhance the overall student experience, positioning sports at the heart of campus life. You will also manage and elevate gameday entertainment for our Essex Rebels professional basketball and volleyball programme, as well as Essex Blades student sports teams competing on BUCS Wednesdays.

The position offers creative freedom to design and implement a wide range of exciting and memorable fan experiences that build emotional connections with our Essex Rebels fanbase and foster a sense of belonging among the study body. This involves planning, coordinating, and executing all aspects of gameday entertainment, including logistics, scripting in-game features, and managing promotional activities and production assets like our LED video display to enhance the gameday experience.

A strong focus will be on growing our student supporters' group, The Tribe, and fostering a vibrant community on campus. Additionally, you will collaborate with various internal teams at Essex Sport to drive fan engagement both on and off-campus, focusing on building meaningful relationships with fans and students. Your contributions will extend to marketing campaigns, content creation, and promotional activities that encourage attendance, drive engagement, and explore commercial revenue opportunities.

# JOB DESCRIPTION

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## Skills and Qualifications Required

The ideal candidate will have experience in event management, or sports marketing, ideally within a university or professional sports environment. Additionally, a background in developing and executing fan engagement strategies is advantageous.

Strong creative skills to generate innovative ideas that enhance gameday entertainment and elevate fan engagement initiatives are essential. While proficiency in video display systems, audio software programs, soundboards, and wireless microphone technology is desirable, a strong eagerness to learn and master these tools is paramount for delivering high-quality gameday experiences

Excellent verbal and written communication skills are a must, along with the ability to effectively engage with a diverse range of stakeholders. Strong organisational abilities are vital for managing multiple deadlines, prioritising tasks, and adapting to shifting priorities. Attendance at all Essex Rebel home games on weekends and the BUCS Showcase game on Wednesday evenings is required.

## Duties of the Post

The main duties of the post can be divided into the following areas, and will include:

### Fan Engagement Responsibilities:

- Develop and implement fan engagement strategies to increase student attendance at games, with a focus on fostering meaningful, non-transactional relationships with the student body
- Spearhead the growth of a dedicated student supporters' club, The Tribe, nurturing a sense of community and shared identity among student-fans.
- Oversee and enhance the Rebel Rewards loyalty scheme, develop membership initiatives, and produce exclusive content to reward and incentivise consistent fan support.
- Attend and support the delivery of on and off-campus community activation events to promote fixture awareness and raise awareness of the Essex Rebels and Essex Blades brands.
- Collaborate with the Marketing and Digital Content Officer to create and implement effective promotional strategies for gamedays, leveraging social media and other creative tools to drive engagement and cultivate a culture of attendance.
- Develop strong working relationships with internal and external partners to further enhance, develop and grow awareness of events and integrate sport spectatorship into broader campus culture.
- Manage a £15,000 fan engagement budget, aligning spend with sport objectives and providing regular updates and reports.

# JOB DESCRIPTION

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## **Duties of the Post**

### **Gameday Entertainment (Essex Rebels and Essex Blades Student Sports Teams)**

#### **Responsibilities:**

- Support the Essex Rebels Manager in coordinating, developing, and executing game day entertainment for both Essex Rebels professional teams and Essex Blades sport teams, with a particular focus on BUCS Wednesday events.
- Oversee the technical aspects of gameday experience, including operating audio-visual systems and technical equipment to ensure high-quality sound and visual presentation during games.
- Assist in coordinating with DJs, MCs, and performers to help create a vibrant and engaging atmosphere throughout the event.
- Collaborate with the Essex Rebels Manager to design and implement interactive games, contests, and activities for timeouts and halftime to maintain crowd engagement.
- Support the production and timing of video content for big screens, including player introductions, promos, and sponsor messages, under the guidance of the Essex Rebels Manager.
- Aid in developing and managing the run of show, ensuring smooth transitions between game action, entertainment segments, and announcements.
- Help liaise with cheerleaders, mascots, and other performance groups to integrate their routines seamlessly into the overall gameday experience.
- Contribute ideas and support the Essex Rebels Manager in introducing new entertainment elements to keep the matchday experience fresh and exciting for returning fans.

#### **Other Responsibilities**

- Assist the Sports Development Team and Essex Rebels Junior Club in delivering the 'Rebels Roadshow' community and schools outreach programme, helping to drive interest and engagement with the Essex Rebels brand through initiatives such as ticket incentives, gameday school packages, and player appearances.
- Analyse attendance data, conduct surveys, and gather feedback to continuously refine fan engagement strategies and improve the fan experience.
- Undertake various projects, tasks, and assignments across the Sports Engagement department as directed by management, including working unsociable hours (evenings/weekends) when necessary.
- Assist in taking appropriate responsibility for the safeguarding and promotion of the welfare of children and/or vulnerable adults.
- To ensure adherence to all Essex Sport health and safety and duty of care policies and practice.
- Undertake any other duties that may be assigned by the Director of Sport or their nominee.

# TERMS OF APPOINTMENT

## Qualifications / Training

|  | Essential                | Desirable                           |
|--|--------------------------|-------------------------------------|
| ▪ Educated to degree level in in Sports Management, Marketing, Communications, or related field preferred. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| ▪ Training or certification in event management, fan engagement, or sports marketing                       | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

## Experience / Knowledge

|   | Essential                           | Desirable                           |
|---|-------------------------------------|-------------------------------------|
| ▪ Proven experience in fan engagement, event management, or sports marketing, ideally within a university or professional sports environment. | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| ▪ Knowledge of developing and implementing strategies to increase fan attendance and engagement at sports events.                             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| ▪ Familiarity with audio-visual systems and technical equipment used in event settings.   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| ▪ Understanding of social media platforms and their role in marketing and engagement strategies   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| ▪ Experience of leading and managing a team of event management staff.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| ▪ Demonstrated experience in managing budgets, preferably in a sports or event management context.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

## Skills / Abilities

|  | Essential                           | Desirable                |
|--|-------------------------------------|--------------------------|
| ▪ Excellent organisational skills with the ability to manage multiple projects simultaneously.                                   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Excellent communication and interpersonal skills including the ability to engage a wide range of people                        | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Strong creative skills to help generate new ideas that will enhance gameday entertainment and fan engagement programmes        | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Evidence of IT skills including knowledge of MS Office applications, databases, internet, and email.                           | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Ability to monitor and report on the impact of activities, delivering services and activities towards agreed standards (KPIs). | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Ability to work effectively in a team environment, collaborating with colleagues across departments to achieve common goals.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Problem-solving skills to address challenges and seize opportunities in fan engagement and event management.                   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

## Other

|  | Essential                           | Desirable                           |
|--|-------------------------------------|-------------------------------------|
| ▪ Enthusiasm for sports and a passion for enhancing the fan experience and promoting sports culture.                   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| ▪ Ability to attend all Essex Rebels home games (including double headers) as well as showcase fixtures on Wednesdays. | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| ▪ Ability to meet the requirements of UK 'right to work' legislation*  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| ▪ An understanding of health and safety issues, including risk assessments and safeguarding requirements               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| ▪ A commitment to Continual Professional Development   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| ▪ The ability to fulfil the requirements of a DBS check (see general information)                                      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

\* The University of Essex has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. The University may be able to offer sponsorship under the Skilled Worker Route for this role. Further information about UK immigration requirements and working in the UK can be found on the Home Office website.