



**Placement Title:** Communications Placement Student

**Reports to:** Head of Communications and Marketing

**Hours:** 37.5 hours each week. Home games and evening work expected, with time back in lieu

**Placement Duration:** 10-12 months, from August 2024

**Please note this placement is unpaid. Matchdays and events out of normal working hours will be paid at casual rate.**

### **The Team:**

Join the Communications team at Leicester Tigers, within the Communications and Marketing Department, to receive hands-on experience in professional sport and contribute to the 24/25 season as part of English rugby's biggest and most well-supported club.

The Communications team is responsible for the daily creation and publishing of exclusive content, across all club channels, including covering the men's and women's programmes on matchdays. Additionally, the team is responsible for relationship management and liaising with media and broadcast stakeholders to promote the club's activity, engage with supporters and build the profiles of Leicester Tigers players, coaches and key staff.

### **The Role:**

- Support the Communications team in creating, editing and publishing exclusive content on club channels
- Support the Communications team in the planning and execution of club media events, including working with broadcasters and media stakeholders
- Work as part of the Communications and Marketing department in the planning of Leicester Tigers home games, club events and supporter engagement events
- Work as part of the Communications and Marketing department on Leicester Tigers matchdays for men's and women's fixtures
- Support the Communications team in the planning of communications campaigns to promote Leicester Tigers, the club's activity, partners, sponsors and players
- Lead on the communications and promotion of the Junior Tigers Club, engaging young supporters in innovative ways, to experience leading and managing a project, staff and delivering on key club objectives
- Assist the Communications team in day-to-day operations

### **The ideal candidate will be:**

- A student undertaking an undergraduate degree in Communications, Digital, Journalism, Marketing, Media or Sports Business
- Confident and approachable
- Excellent verbal and written skills



- Good communication skills with the ability to engage with a wide range of stakeholders
- IT literate
- Proficient in content editing, ideally Adobe Creative Cloud or similar programmes
- Proficient in content capturing and content creation in written or multimedia forms
- Understanding of social media platforms
- Base knowledge of rugby union
- Interest in professional sport

### How to Apply:

Email your CV, a Cover Letter explaining why this role is of interest to you and would assist in your studies as well as any examples of work related to the above position to [jointheteam@tigers.co.uk](mailto:jointheteam@tigers.co.uk) by **5.00pm July 31, 2024**.

