



Placement Title: Digital 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 and Marketing Department at Leicester Tigers 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 and Marketing Department is responsible for strengthening the brand awareness of Leicester Tigers, driving audience and supporter growth and promoting the activity of each department within the business. Specifically, the Digital Placement Student, will work across the club's digital platforms, including website management, direct and social media marketing, data and insights and assist in the delivery of digital offerings online and in stadia for home games.

The Role:

- Support the Communications and Marketing team in planning, managing and reporting on digital campaigns for all club activity and departments within the club, including tickets and retail functions, as well as Partners and Sponsors
- Support the Communications and Marketing team in projects with community partners, local government, broadcast 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
- Lead on the digital offerings for 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 and Marketing team in day-to-day operations

The ideal candidate will be:

- A student undertaking an undergraduate degree in Digital, Communications, Marketing 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
- Confident in copy writing
- Proficient in content editing, ideally Adobe Creative Cloud or similar programmes
- Proficient in content capturing and content creation in written or multimedia forms
- Interested in digital and direct marketing and website and platform management
- 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 by **5.00pm July 31, 2024**.

