

**LEICESTER TIGERS FOUNDATION  
LEICESTER TIGERS**



**LEICESTER TIGERS**  
*Foundation*



**Social Media and Communications Internship  
Leicester Tigers Foundation Department**

**[www.leicestertigers.com/community/foundation](http://www.leicestertigers.com/community/foundation)**

# WELCOME AND INTRODUCTION TO LEICESTER TIGERS

At Leicester Tigers, we believe that our 'people' are our ultimate performance variable. With this in mind, one of our goals is to create the best placement programme experience available to current undergraduate students in the UK.

## **What you can expect to be doing:**

Placement positions at Leicester Tigers are much more than just a typical internship. We won't hide from the fact that there are basic jobs to be done, but our aim is to provide you with a far richer set of experiences; developing impactful skillsets; providing you with a sense of ownership; keeping you close to the action (Match Day); and preparing you for a successful career within this industry.

## **Who are we looking for?**

It is important to us at Leicester Tigers that we bring the right people into our environment. We are looking for individuals that are able to demonstrate a clear passion for a passion for Communications and Social Media with an ability to demonstrate clear messaging and strategic planning, in line with the needs of the Foundation. A strong candidate should also have a drive to work within charities and have a keen interest in sport and health.

## **Our commitment to you:**

We believe that going forwards, the success of our placement programme should be judged on the ability of our 'graduates' to compete for and secure full time employment within the industry following the conclusion of their academic studies. Since revamping our Student Placement programme we've had great success in implementing a structured progressive CPD/Development programme. Listed below are just some of the development opportunities that you may be exposed to as part of the placement programme:

- The completion of a "CV Gap Analysis" – assessing your current credentials against those required when applying for full time employment within the industry
- Regular one-2-one meetings to discuss how we can best utilise your placement to help close the aforementioned "Gap" and further prepare you for future applications
- Mentoring, feedback and guidance from senior members of each department
- The development of technical skills associated with the role of a Social Media & Comumunications
- The development of the necessary skills required to function effectively as a member of a team
- Post-placement support – continuing the relationship even after your return to university; providing coaching to you as you look to progress to the next stage of your career
- Two tickets to every home fixture
- Club training uniform/kit

## **Position Title:**

## **The Social Media and Communications Placement Student**

**Available Positions:** One

## **Role Description:**

The Social Media and Communications Placement role has been created to offer a current University student the opportunity to experience life as part of a charities communications operations and assist in their education with hands-on experience in the industry. As part of the Placement, the student will work as part of the Leicester Tigers Foundation department in a full-time capacity, assisting on all activities required by the department. The Placement will include daily responsibilities, and may on occasions allow for working and involvement in Leicester Tigers match days, including Men's, Women's and Wheelchair teams.

**Reports to:** Melissa Powrie (Health & Wellbeing Officer)

## **Primary Responsibilities:**

- Assist on the multimedia production for the Foundation's website and mobile app, email communications and social media platforms;
- Assist on the social media management for the Foundation's social media platforms;
- Assist on the digital marketing delivery for the Foundation
- Assist on the reporting and insights tracking for the Foundation's website, email communications and mobile app and social media platforms;
- Assist on the development and delivery of the Foundation's social media and communications strategy
- Assist with the Leicester Tigers communications team, on additional areas such as match days and club events.
- Assist with the collaboration of the club and the Foundation, ensuring consistent content across all platforms.

Please note that the above list is not exhaustive, as duties may be added or removed at the discretion of the Foundation Lead.

# **ADDITIONAL INFORMATION FOR APPLICATION**

## **Additional Information**

- The placements will run from **September 2024 through to June 2025**
- There will be an induction day (date TBC) prior to engagement
- These positions may require flexibility around working hours including evenings and weekends
- These positions are unpaid with the potential for expenses/payment linked to specific activities within the wider Tigers offer
- The foundation will offer a suitable bursary to support travel and out of work expenses.

## **Application Details:**

In order to apply for any of these positions, potential candidates should submit a CV & covering letter of no more than two pages, introducing themselves and their background, as well as covering the following points:

1. State the role being applied for (Social Media and Communications Placement Student).
2. Why the candidate is interested in this position at Leicester Tigers Foundation.  
Tell us why you're passionate about communications.
3. Why the candidate believes they are the right person for this position, referencing any relevant experiences & qualifications that might support the points made. - Tell us about your drive and hunger for personal development; What have you done outside of your university course?

Email address: **sam.swift@tigers.co.uk**

All applications should be submitted no later than **Friday, June 21** at midday.

The first stage of interviews for these positions will take place the week commencing **Monday, July 1**.