



**Placement Title:** Multimedia 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 September 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 Multimedia 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 Multimedia team is responsible for the creative and design output of the club, for all departments, as well as the brand management for Leicester Tigers. Additionally, the team is responsible for driving engagement on the club's digital and online platforms and build the profiles of Leicester Tigers players, coaches and key staff.

### **The Role:**

- Support the Multimedia team in the planning and execution of content briefed by departments, as well as Partners and Sponsors and stakeholders
- Support the Multimedia team in creating, editing and publishing exclusive content on club channels
- 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 Multimedia team in the planning of communications and marketing campaigns to promote Leicester Tigers, the club's activity, partners, sponsors and players
- Lead on the content creation for the 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 Multimedia team in day-to-day operations

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

- A student undertaking an undergraduate degree in Multimedia, 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
- Interested in digital and direct marketing and website and platform management
- Understanding of social media platforms and interest in content creation
- 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 September 30, 2024**.

