



## INNOVATION ACADEMY VACANCY

# ASSISTANT DIGITAL CONTENT PRODUCER

National Minimum wage

RUGBY LEAGUE WORLD CUP 2021

LOCATION; MANCHESTER

### THE INNOVATION ACADEMY

Our RLWC2021 Innovation Academy is an opportunity for exceptional individuals to gain a hands-on experience and develop themselves further in a unique working environment.

The programme will offer real roles with real responsibility and expectations to deliver to world class standards. The roles available cover both paid internships and voluntary short-term work placements.

The successful candidates will benefit from on-the-job learning and be surrounded by experts working on a major sporting event. The Innovation Academy will offer outstanding opportunities to gain experience and really test your capabilities.

### WHO YOU'LL BE WORKING FOR:

In 2021, England will host the largest team sporting event in the world that year - the Rugby League World Cup, which will be the biggest and best ever in its history that dates back to 1954 when the tournament began.

32 competing nations in the men's, women's and wheelchair competitions will play in 61 matches across 21 venues, including St James' Park, Elland Road, Anfield, Emirates Stadium, M&S Bank Arena and Old Trafford. The most inclusive sport played in the biggest venues across the country.

***We are on a mission to create inspirational moments that excite, engage and leave a long-lasting legacy.***

Led by our values of being Bold & Brave, World Class, Authentic and Inclusive, we are looking for the best talent to join our team.



Bold & Brave



World Class



Authentic



Inclusive



### **WHAT IT'S LIKE IN OUR TEAM:**

We have a 'start-up' culture with a 'high bar' mentality to everything we do - we need to ensure that all touch points of the tournament are world class.

We require innovators and have created an environment where all our teammates flourish.

We have a leader-leader culture (not followers), with each teammate taking responsibility and accountability for their actions and results to move the business forward - we want people with a glass half full mindset!

We move at pace and have plenty to achieve in the next 12 months, so need people who are hungry to use their skills and experience but also have a desire to learn more.

With a great choice of rewards and training, we provide a progressive culture to learn and develop your career.

### **OVERVIEW OF THE ROLE:**

We're looking for a talented Assistant Digital Content Producer to support in the delivery of world class written content, video and social media campaigns, executing creative concepts to maximise the reach and engagement with existing fans of our sport and new fans of the event.

You must have an excellent eye for detail and strong organisational skills, whilst being comfortable working to tight deadlines within a small, dedicated team.

You must have a passion for creating exciting stories that attract and engage audiences and deliver tangible commercial return whilst delivering and measuring their impact across our digital and social media channels.

### **WHAT YOU'LL BE DOING:**

- Supporting the team in the delivery of the content strategy as well as tournament objectives including making RLWC2021 the most digitally connected entertainment event of 2021.
- Assisting with the creation of content assets for the RLWC2021 website and social media channels, as well as internal presentations.
- Helping to write copy for live-match coverage, post-match reports, RLWC2021 website updates and social media posts.
- Supporting compelling content across a wide range of mediums to tell our stories in new and innovative ways.
- Championing the RLWC2021 brand to ensure all content assets are on-message and are of consistently high quality.
- Providing administration support for the content team and wider Customer, Digital and Communications department.
- Assume additional duties as required, and actively contribute to RLWC2021 values.

## SKILLS AND EXPERIENCE REQUIRED:

- A personal interest and passion in the digital sphere of photography, videography and other forms of content creation. Must be showing an invested career path into digital and media.
- Experience of creating content and using digital channels to publish the content to an audience.
- Proficiency in the use Adobe Creative Suite, or similar.
- Experience of using social media, digital communications tools and content management systems helpful, but not required.
- Video production, editing, photography, design or animation skills.
- Enjoys multi-tasking, working in a fast-paced environment, and being part of a small and agile team.
- Excellent communicator capable of working as a team-player.
- Well organised with the ability to deliver timely solutions.
- Strong copywriting skills, with high attention to detail.
- Good understanding of delivering content in a sports environment would be helpful, but not required.

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To apply please send an email with “Assistant Digital Content Producer” in the title, including a covering letter of why you think you’re suitable for the role, and an overview of your experience in the form of a CV to [academy@rlwc2021.com](mailto:academy@rlwc2021.com)

The closing date for applications **is 12pm Wednesday 25<sup>th</sup> November.**

Interviews will be held early January 2021 for a start date of Monday 22<sup>nd</sup> February.

The Rugby League World Cup 2021 is committed to equality through diversity. More information is available at [rlwc2021.com](http://rlwc2021.com).

If appointed you will need to provide us with a copy of your Passport and if relevant, a work permit to show you have the right to work in the UK. Alternatively you would need Tier 2 Sponsorship to be able to work for us.



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