



## INNOVATION ACADEMY VACANCY

# MARKETING AND BRAND COORDINATOR

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 are looking for an energetic Marketeer to join our talented team. As we move into a busy and thrilling year, we are looking to engage new audiences with exciting marketing ideas to expose our brand to a wider audience and continue to peak the interest of our existing fans through creative mediums and targeted campaigns.

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

- Managing our brand portfolio for 'Squad Trips' and International Fan Travel.
- Brainstorm exciting campaigns to reach new audiences.
- Creation of match-day graphics.
- Rolling out variations of social assets based on templates/creating them for the social team usage.
- Assisting with the sign-off for RLWC2021 branded collateral.

### **SKILLS AND EXPERIENCE REQUIRED:**

- Strong understanding of marketing and brand management.
- Proficiency in the use of Adobe Photoshop, Illustrator, InDesign.
- Knowledge of After Effects, would be of benefit.
- Enjoys multi-tasking, working in a fast-paced environment, and being part of a small and agile team.
- Well organised with a high attention to detail.
- Experience of working with competing deadlines.
- Ability to take ownership of workload and deliver timely solutions.
- Strong attention to detail.



Bold & Brave



World Class



Authentic



Inclusive



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The successful candidate will report into the Customer Lead.

To apply please send an email with “Marketing and Brand Coordinator” 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 2020.**

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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