



VACANCY

COMMUNICATIONS LEAD

£27,000 - £32,000

RUGBY LEAGUE WORLD CUP 2021

LOCATION: MANCHESTER

WHO YOU'LL BE WORKING FOR:

In 2022, England will host 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, Emirates Stadium, 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.

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 this year 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.



Bold & Brave



World Class



Authentic



Inclusive



OVERVIEW OF THE ROLE:

Looking for the chance to join a dynamic communications team?

In this role you'll be responsible for supporting the delivery of the communications & PR strategy and coordinating the communications plan to achieve our organisational goals of maximising awareness, engagement, and revenue across the tournament.

You'll be able to drive forward the delivery of effective communication & PR campaigns that'll have a positive impact. As part of this, you'll actively drive the development of news stories, briefings, communications campaigns, PR activations and events.

Proactive and forward thinking, you'll be confident at building relationships with teammates, external stakeholders and the media.

WHAT YOU'LL BE DOING:

- Supporting and enhancing the delivery of the communications and PR strategy in order to meet tournament objectives, including making RLWC2021 the most attended and viewed Rugby League World Cup ever.
- Taking a creative approach to help the Rugby League World Cup cut through in a busy year of sport and international events.
- Create and deliver compelling external communications campaigns and activations to increase the profile and visibility of the tournament.
- Build relationships within Rugby League, sport and national/regional media, in order to reach relevant audiences through high-quality coverage in print, broadcast and online.
- Analysing media reports to assess the impact of communications activities or identify opportunities and risks.
- Briefing spokespeople for both reactive and proactive media opportunities.
- Ensuring crisis communication protocols and plans are followed to anticipate and address incidents.
- Supporting the delivery of media operations during tournament time.
- Working with third party agencies to produce communications campaigns and PR activity that delivers best value and high impact in line with the overarching creative approach.
- Assume additional duties as required, including assisting with the wider administration of the Customer, Digital and Communications department.
- Actively contribute to RLWC2021 values.



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SKILLS AND EXPERIENCE REQUIRED:

- Excellent skills in written and verbal communications.
- Relevant professional experience in communications, media and public relations.
- Excellent knowledge of the media landscape, including football, sport and international media.
- Prior experience in major events or relevant sporting body would be an advantage.
- Proven ability to engage with media to pitch stories and secure positive media coverage.
- Experience in compiling media coverage reports and analysis.
- Experience in maintaining contacts databases.
- Experience in public affairs and stakeholder relations an advantage.
- Ability to work and collaborate across departments in a complex organisation, and communicate effectively with internal stakeholders, including senior leaders.

The successful candidate will report into the Head of Media and Communications.

To apply please send an email with “Communications Lead” 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 jobs@rlwc2021.com

The closing date for applications is **12pm Monday 6 December** with the role due to start in January 2022.

Interviews will be held in Manchester on **14/15/16 December**

The Rugby League World Cup 2021 is committed to equality through diversity.

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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