



VACANCY

SOCIAL MEDIA CO-ORDINATOR

£23,000

RUGBY LEAGUE WORLD CUP 2021

LOCATION: MANCHESTER

WHO YOU'LL BE WORKING FOR:

In 2022, England will 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, Manchester Central 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 we 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:

We're looking for a talented Social Media Coordinator to support in the delivery of world class written content 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, strong copywriting and organisational skills, whilst being comfortable working to tight deadlines within a small, dedicated team.

You must have a passion for social media, a strong knowledge of emerging platforms and trends and be able to create and tell exciting stories that attract and engage audiences, delivering and measuring their impact across our digital and social media channels.

WHAT YOU'LL BE DOING:

- Supporting the content, communications and marketing teams with delivery of the content strategy as well as tournament objectives.
- Managing the RLWC2021 social media channels, scheduling and publishing original content, engaging with emerging trends and reporting on our results.
- Producing compelling social media content to enlighten audiences and promote brand-focused messages.
- Analysing social media campaigns and website traffic to gather visitor data and determine efficacy and areas for improvement. [Sprout/Google Analytics]
- Working with other departments to develop social media timelines coinciding with new product releases, campaigns, or other brand messages.
- Ensure all-around consistency (style, fonts, images and tone) as well as proofreading and editing written copy before publishing.
- Assisting with the live social media coverage of RLWC2021 matches.
- Providing administration support for the content team and wider team.
- Assume additional duties as required, and actively contribute to RLWC2021 values.

SKILLS AND EXPERIENCE REQUIRED:

- A professional certification, or equivalent experience in a relevant subject to the role.
- An understanding of social media algorithms and emerging channels, e.g. TikTok.
- Experience of using social media and digital channels to attract and grow new audiences.
- Proficiency in the use of social media and digital communications tools including expertise in working with content management systems.
- Strong copywriting skills, with high attention to detail.
- 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.
- Interest in trends across the digital, media and broadcast landscape.
- Good understanding of delivering content in a sports environment would be helpful, but not required.
- An interest in video, creative or photography is desirable, but not a must.
- An interest and good general knowledge of rugby league.



Bold & Brave



World Class



Authentic



Inclusive



EMPLOYEE BENEFITS:

- 25 days annual leave plus Bank Holidays
- Flexible working hours
- 5% match pension contribution
- Option to enrol in private medical insurance
- Death in service life insurance cover
- Excellent career development opportunities

The successful candidate will report into the Head of Digital.

Contractual terms will be agreed with the successful candidates with salary or project fee determined on experience and circumstance.

To apply please send an email with "Social Media Coordinator" in the title, including an overview of your experience in the form of a CV and a cover letter no longer than 2 pages of why you think you're suitable for the role to jobs@rlwc2021.com

The closing date for applications is **Thursday 16th June.**
Interviews will be held in Manchester week commencing **Monday 20th June.**

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

More information is available at 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.



Bold & Brave



World Class



Authentic



Inclusive

