



## JOB DESCRIPTION

### Communication / Marketing Assistant

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**Rugby Europe** is the regional governing body affiliated to World Rugby responsible for the promotion, development, administration and management of international competitions for the 47 member unions across Europe. The association organizes over 130 international games and 20 rugby tournaments each year, among which Men's fifteen-a-side European Championships (Championship, Trophy, Conference, Development), the Rugby Europe Super Cup club competition, U20 and U18 European Championships and all the 7s Men and Women European competitions, World Cup and Olympics Qualifiers.

Attached to the communication-marketing department, your main missions will be the implementation of the communication strategy, especially digital, project coordination on competitions as well as punctual support on marketing actions.

This is a unique opportunity to gain experience in the sporting world with a very hands-on internship, as part of a small team you will have the chance to learn and think creatively in a face-paced exciting environment. Some travel may be required to events throughout the season.

#### Communication & Digital

Participate in the implementation of the defined global communication strategy, through different actions:

- Contribute to the development of communication assets: press releases, press kits...
- Creation of social graphics and Rugby Europe's channels (Instagram, Facebook, Twitter and TikTok.)
- Assist with the creation of newsletters, and website updates.
- Monitoring of communication actions implemented by federations and partners.
- Assist with the Community Management of Rugby Europe's social networks.

#### Marketing / Business

- Participate in the implementation of the marketing / commercial strategy of the confederation.
- Develop and follow marketing actions: sales presentations, studies / benchmarks, monitoring tools, reports, CRM.
- Trends monitoring in the sports industry and among our competitors.
- In cooperation with the competitions department, coordination and operational follow-up of existing marketing partnerships linked to Rugby Europe competitions.

#### Required skills:

- Education: Bac + 4/5 in the fields of communication, marketing, commerce, sport ...
- Interpersonal and writing skills.
- Capacity to work in a multicultural environment

- Good level of English (spoken and written)
- Proficiency in common softwares (Word, Excel, PowerPoint)
- Interest for sport in general

### Desired skills

- Photoshop/Premier Pro/video editing
- Ability to create content/have a creative eye
- Experience in communication
- Proficiency in a second foreign language
- Knowledge of Social Media tools
- Ability to think creatively.
- Rugby Experience

### Qualities

- Ability to work on your own.
- Enthusiastic, dynamic
- Proactive
- Adaptability
- Curiosity

### Recruitment process

- 1 - Send a CV and Letter of motivation (French or English) to [communication@rugbyeurope.eu](mailto:communication@rugbyeurope.eu)
- 2 - In-person interview and/or on remote interview
- 3 - Ideal start date: September 2023

- Mandatory internship agreement.
- Type of employment:
  - o Apprenticeship – 1 or 2 years (school / company schedule to be compliant with our activities)
  - o Or 6-month internship

### Compensation

- o Remuneration/Gratuity: legal compensation
- o 50% of Pass Navigo
- o Tickets Restaurant