

JOB DESCRIPTION

SOCIAL MEDIA CONTENT CREATORS (up to 3 persons)

Location:	Home based in Europe/Americas/ Middle East and Africa	Salary:	N/A.
Reports to:	General Manager	Employment type:	Volunteer

THE RUGBY LEAGUE EUROPEAN FEDERATION

The RLEF is the governing body for rugby league in Europe, the Americas and Middle East Africa. The objectives of the company are to foster, develop, extend, govern, promote and administer the sport throughout these regions. A key aim is for the RLEF to deliver great international competitions and enabling sustainable member federations in an effort to grow rugby league.

The RLEF's seven-strong board of directors is drawn from the member nations and independent influencers in specialist areas. Operationally, the RLEF has a general manager, three confederation managers, one coaching manager (volunteer), one match official's manager (volunteer), one media manager (volunteer) and other volunteer officials.

The RLEF wants to expand its social media impact. To do so it is seeking up to three content creators. This role is voluntary and will provide an opportunity for people keen to gain experience for future employment in the industry and be at the heart of driving the on-line awareness of the sport and work of the federation and national governing bodies.

There will be opportunities to travel, with costs covered, to European Championship matches and the RLEF Annual Congress.

THE ROLE

The RLEF uses a variety of social media platforms – bespoke website, you-tube, twitter, tik tok and facebook. It wants to maximise the reach of each but in a co-ordinated manner which increases the size of the audience and enables greater awareness of the sport.

Each of the platforms has people allocated to administer the content. They need increased support from people skilled in and with a passion for creating more content, which is of high quality, particularly through using enhanced graphics and video.

Principle Duties / activities

- Monitor trends in social media, identifying promotional opportunities to increase visibility across all platforms.
- Regular liaison with member nations to identify activity and stories for online content creation.
- Create dynamic written, graphic and video to engage and expand the RLEF's on-line communities.
- Ensure all content is correctly and consistently branded.
- Work with the RLEF administrators of each social media platform and the media manager to upload and manage the content.

Essential skills / experience

- Well organised, reliable and committed
- Ability to work effectively with both professional and volunteer staff and member nations
- Able to engage on-line communities
- Experience in social media with a focus on digital video content production
- Initiative and flexibility – an ability to meet deadlines
- Awareness of the need for confidentiality in some matters.

Desirable skills / experience

- Passion for sport and an understanding of rugby league
- Ability to speak a second language.

SCOPE OF ROLE RESPONSIBILITY**Working hours**

This is a volunteer role. It is envisaged that it will require 4-8 hrs per week on average.

Decision Making

None

Responsibility for Human Resources

None

Freedom to Act

Within direction provided by the general manager

Financial Responsibilities

None