



Role DESCRIPTION	
Role Title	Communications and Marketing Executive
Salary	£26,000 - 30,000 DOE
Location	Cardiff Arms Park
Hours of work	35 hours per week. You will be expected to work additional hours to meet the requirements of your position and needs of the business, including, but not limited to match days.
Responsible to	Head of Communications and Marketing
Responsible for	The positive communication of all facets of Cardiff Rugby, including but not limited to rugby, community, sponsorship and events, and assistance with the club's marketing activities.
Contractual Status	Permanent, following a six month probation period
Role Summary	<p>An exciting opportunity has been created to join the Communications and Marketing team at Cardiff Rugby.</p> <p>The successful candidate will join a dynamic and fast-paced environment as Communications and Marketing Executive to positively promote all aspects of the business but with a particular focus on rugby.</p> <p>They will be responsible for the production of content for the club's owned channels, website and social media management, the development of key media relations, and PR strategies.</p> <p>There will also be a requirement to support the club in it's marketing activity and match-day experience delivery.</p>

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Key Relationships (subject to Change)	<p>Reporting to the Head of Communications and Marketing, the successful candidate will work alongside our Content Executive, Graphic Designer and ticketing team.</p> <p>Other key relationships include, but are not limited, to the club's commercial, community, hospitality, operations and rugby department as well as relevant third-party agencies, suppliers and supporter groups</p>
Key Responsibilities, tasks and Activities	<ul style="list-style-type: none"> • Responsible for the production of accurate and engaging content for multiple platforms including the club's website, social media accounts and match-day programme. • Assist in the production and distribution of email campaigns, and other ad hoc communications, for all departments. • Live reporting of Cardiff Rugby first team, age-grade and women's rugby programmes, including but not limited to match reports, live tweets, interviews and match-day forms. • Attend matches - both home and away, internationally - to provide on-the-ground coverage and manage media requests. • Assist with all PR activities, press conferences and photoshoots. • Assist in the briefing and coordination of players, coaches and board of directors when interviewed by members of the media. • Develop and implement communications and social media strategies and schedules • Manage the day-to-day upkeep and maintenance of the company website and social media platforms. • Develop greater coverage of non-rugby activities within the company. • Build excellent relationships with all sections of the media and facilitating their match-day and non-match-day requirements. • Manage a team of interns on various projects and strengthen relationship with local educational establishments

PERSON SPECIFICATION	
Experience, Skills & Qualifications	<ul style="list-style-type: none"> • A journalism, media or other relevant degree is highly desirable. • Experience within the sports industry or a sports environment is advantageous • Excellent written and verbal communication skills • Proven ability to produce engaging content in a high-pressure environment and with tight deadlines • A team player • A keen interest and understanding of rugby is essential • Welsh speaker highly desirable.
Other	<ul style="list-style-type: none"> • Full driving licence

The Role description is subject to change pending review by the role holder and their line manager.