

Marketing & Commercial Department

Internship Job Description

BACKGROUND

European Professional Club Rugby (EPCR) is the organizer of the Heineken Champions Cup and the European Rugby Challenge Cup. EPCR's mission is to create outstanding rugby experiences for all key stakeholders, including leagues, clubs, players, match officials, unions, fans, broadcast and commercial partners, communities and the media.

Established in 2014 with headquarters in Lausanne, Switzerland, EPCR has the following shareholders: Federation Française de Rugby (FFR), Federazione Italiana Rugby (FIR), Irish Rugby Football Union (IRFU), Rugby Football Union (RFU), Scottish Rugby Union (SRU), Welsh Rugby Union (WRU), Ligue Nationale de Rugby (LNR) and Premiership Rugby (PRL).

The Heineken Champions Cup and Challenge Cup competitions feature clubs which have qualified on merit from their respective domestic leagues - the Gallagher Premiership, the Top 14 and the Guinness PRO14.

EPCR's Marketing & Commercial department is responsible for Sponsorship Sales and Servicing, Broadcast Rights Sales & Servicing, Finals Host Venues Acquisition, Branding & Marketing and all digital media initiatives aimed at growing the fanbase and revenues for European club rugby competitions.

JOB INFORMATION

Department: Marketing & Commercial

Employment type: Internship

Start /finish date: from end of August 2021 to June 2022 (exact dates and duration negotiable)

Location: Lausanne

THE ROLE

The role of the Marketing & Commercial intern is primarily to coordinate, support and in certain instances to oversee key Marketing & Branding projects, but also to assist members of the team with a broad range of commercial projects. Key tasks will include:

- Support and creative input in the definition and implementation of the digital marketing strategy to grow audiences, increase fan engagement & explore opportunities to add value to sponsors/partners;
- Assisting with the execution of digital & CRM products and initiatives including coordination of the "European Player of the Year 2022" prize;
- Supporting with the preparation and delivery in coordination with third parties of the global marketing & media plan and season campaigns;

- Supporting with brand monitoring and development of the branding and design assets required throughout the season for match day, semi-finals and finals stadium roll-out and marketing campaigns;
- Supporting with delivering the Champions Rugby Village at the 2022 EPCR Finals in Marseille ;
- Preparation of sponsorship rights for match day delivery and liaising with Events & Operations department on rights implementation;
- Supporting the sponsorship sales process, researching and preparing sales materials & presentations as needed;
- Supporting the account management of commercial, media partners and clubs; and
- Any other back-office admin, event or marketing related projects.

YOUR EXPERIENCE AND SKILLS

EPCR are looking for a well-rounded, enthusiastic individual to join our team with the ability to learn quickly, applying autonomy and initiative to take on board the tasks at hand. Applicants should have:

- A university degree (Master's degree in sport sector a plus).
- Some work experience related to digital marketing and branding desirable. Experience in sports management and/or event delivery would be an advantage.
- Excellent command of written and spoken English. Fluent French a significant plus.
- Comfortable with data and using spreadsheets to aid decision making.
- Advanced MS Office skills (PowerPoint especially).
- Hard working, innovative thinker with good attention to detail and a problem-solving attitude.
- Passion for sport. Knowledge of rugby would be an advantage.
- Ready to travel including weekends occasionally, to attend various meetings and matches as required.
- Able to work under pressure, to meet deadlines and excel as part of a team.

If you are interested in the opportunity to work at European Professional Club Rugby, please send your CV and Cover Letter to david.saltiel@epcrugby.com by Friday 14th May 2021.