

Marketing and Commercial Department

Internship Job Description

BACKGROUND

European Professional Club Rugby (EPCR) is the organizer of the Heineken Champions Cup and the EPCR 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 EPCR Challenge Cup competitions feature clubs, which have qualified on merit from their respective domestic leagues - the Gallagher Premiership, the Top 14 and the URC.

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

JOB INFORMATION

Department: Marketing and Commercial

Employment type: Internship

Start /finish date: from end of September 2022 to June 2023 (exact dates and duration negotiable)

Location: Lausanne, office-based role

THE ROLE

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

- Assisting with the execution of digital and CRM products and initiatives, including coordination of the "European Player of the Year 2023" prize;
- Supporting with the preparation and delivery of, in coordination with third parties, 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 2023 EPCR Finals in Dublin;
- Supporting with broadcast operations;
- Supporting the account management of commercial and media partners, as well as clubs; and
- Any other back-office admin, event, and marketing related projects.

YOUR EXPERIENCE AND SKILLS

EPCR is 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 marketing 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.
- 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 Thursday 15th September 2022.