



WRU Rugby Enterprise Academy- Media Focus

Overview

The WRU have established a Rugby Enterprise Academy to identify and develop future rugby administrators, commercial and media personnel for the future of Welsh rugby. Similar to the rugby player academies we want to identify the very best talent in Wales and provide a structured development programme alongside academic studies to fill future employment and skills gaps at a regional and national level that will drive the fortunes of Welsh rugby business as a whole.

How will the WRU Rugby Enterprise- Media Focus Operate?

Successful applicants will become a formal member of the WRU Rugby Enterprise Academy where they will receive periodic industry specific training that underpins their academic studies and provides sufficient insight to the skills and techniques of key WRU commercial and media activities. In season 2013/14 the six delivered seminars were:

- Overview of WRU & Millennium Stadium Commercial department and activity- Presented by the WRU head of commercial
- Sponsorship & Account Management- Presented by the WRU sponsorship account manager
- Social Media- Presented by the WRU Brand and E-Commerce Officer
- Marketing- Presented by the WRU Marketing Manager
- Stadium and Event Management- Presented by Millennium Stadium Head of Sales

The most critical element of the programme will be an attachment with the WRU where they will be required to utilise their skills and deliver elements of the principalities media and journalism plan.

Who is eligible to be a WRU Rugby Academy Member?

Any undergraduate or postgraduate student in Wales studying a journalism/media related degree that can commit to a minimum of 400 hours for the year (roughly 10 hours a week over 40 weeks). The academy is particularly suitable for students who are willing to undertake a work placement element to their degree program, where their required work hours can be used as part of the academy minimum hours.

What type of Applicant are the WRU looking for?

We are looking for the most talented, hardworking and dedicated students in Wales who have a passion for working in the rugby and sporting industry. The job description and person specification within it provide further details, two of the key characteristics within are confidence and ability to work under your own intuition and guidance.

How will I manage the work placement around my studies?

The 400 hours of work will be very flexible around your educational commitments. The summer months are a key period for the Premiership clubs in terms of their commercial and media activity before the season starts, thus we would envisage a bigger proportion of the work being completed in this period. We will always endeavour to help you organise your Academy work around your Academic work.

What type of work will be undertaken through the Rugby Enterprise Academy and the Premiership Clubs?

The first part of the role will be to review with the WRU and the club personnel the current media plan for the 2014/2015 season. From this plan, a new media plan will be developed and established for the 2015/2016 season and a specific activity or project within that will be allocated to the academy member. Some of the activities this may include are:

- Social Media. Interacting and promoting the club through applications such as twitter and Facebook
- Media- Engaging with traditional forms of media, such as local journalists to promote the Premiership league and brand.
- Film and Digital Media- Produce a variety of film and digital marketing campaigns that promote the rugby and non-rugby activities of the Premiership. This can additionally be used to provide a media training service to players and coaches

What will I receive for being a WRU Rugby Enterprise Academy Member?

- One of an elite and ongoing group of individuals of the WRU Rugby Enterprise Academy, that will add value to any CV
- Industry leading in-house training
- A rewarding work placement to complement your academic training
- A performance review/report at the end of the academy membership period
- Travel expenses paid by the WRU at 45p per mile.

If you impress us during your time in the Rugby Enterprise Academy, you will join our employment succession plan. When paid positions become available in the WRU and the professional Regional organisations we will provide the recruiting manager with an endorsement of your skills and attributes

I have some questions?

If you have any further questions or queries, in the first instance contact the person or department within your university who deals with work placements.

We will also have a stand at most university internship/work placement fairs, where you can come along and ask us any questions in person and meet some of the previous students who have been part of the scheme.

How do I apply?

Email your completed application form and CV for the Rugby Enterprise Academy to mrussell@wru.co.uk (Matthew Russell- Volunteer Recruitment) and if successful, you will be contacted by a member of the WRU to arrange an interview.

Job Description

WRU Rugby Enterprise Academy Member Media Focus



JOB DESCRIPTION		
1.	Job Title	WRU Rugby Enterprise Academy Member – Media Focus
	Salary	Voluntary work placement. Reasonable travel expenses related to the work at 45p per mile. In-house CPD sessions will be provided by a range of WRU Teams.
	Location	WRU Attached to the Welsh Premiership
	Hours of work	Varied – the more hours undertaken will provide a more enriching experience. The Rugby Academy member will be expected to contribute no more than 400 hours annually to the Rugby Enterprise Academy.
	Responsible to	WRU Club Operations Advisor – Volunteer Retention & Training WRU Website Manager WRU Brand & E-Commerce Officer
	Responsible for	Producing media related items for publication on WRU Website relating to all clubs in the premiership
	Contractual Status	2015/2016 season
2.	Role Summary	Utilise University theory and practical experience, produce weekly media items relating to Premiership rugby to be published on WRU Website. Create innovative engagement tools to raise the profile of the Premiership skills / experience/ training to support and deliver Commercial, Marketing, Sponsorship or Media projects.
3.	Key responsibilities and main tasks and activities	<ul style="list-style-type: none"> Working on a mutually agreed schedule, produce media items to publication standard relating to Premiership Club activity. Locate and develop media items which focus on both playing and club aspects. Create, plan and deliver innovative engagement tools to raise the profile of games and the Premiership League. Contribute to the media build up to league derbies. Positively engage with clubs to ensure the outlet of the WRU website is maximised to raise the profile of the club and the league. Support the profile of the league through effective social media content utilising existing account Attend WRU CPD Sessions
4.	General Information	<ul style="list-style-type: none"> The Rugby Enterprise Academy member will be expected to manage their hours around their University degree. The intern will be attached to the WRU and will be expected to travel and work from the Stadium or NCE unless otherwise agreed with the WRU.
5.	Continued Professional Development	<ul style="list-style-type: none"> WRU Teams will provide in house learning and development opportunities that will complement the Academy member's formal degree and work experience.

PERSON SPECIFICATION	
1. QUALIFICATIONS	
Essential	<ul style="list-style-type: none"> University undergraduate or postgraduate student in a Journalism related field.
Desirable	<ul style="list-style-type: none"> English GCSE or A-Level
2. EXPERIENCE	
Essential	<ul style="list-style-type: none"> Previous journalism experience. There is no essential experience needed for this role. Use of twitter and other social media
Desirable	<ul style="list-style-type: none"> Past evidence of publication Evidence of a twitter account management other than a personal account
3. KNOWLEDGE	
Essential	<ul style="list-style-type: none"> A passion for sports and journalism.
Desirable	<ul style="list-style-type: none"> A genuine interest to work within the rugby or sporting industry. Knowledge of the rugby activity within the Welsh Principality Premiership.
4. SKILLS AND ABILITIES	
Planning and Delivery	
Essential	<ul style="list-style-type: none"> Ability to prioritise own workload and balance conflicting demands. Ability to produce clear goals, targets, time objectives and action plans. A self-starter who can work under their own supervision.
Problem Solving and Decision Making	
Essential	<ul style="list-style-type: none"> Problem solving and decision making skills. Ability and confidence to work on own initiative and to produce innovative solutions to complex problems.
Communications and Influencing	
Essential	<ul style="list-style-type: none"> Oral and written communication skills Confidence to work alongside and influence key Club personnel Interpersonal and people skills Communication and presentation skills.
Management and Leadership	
Essential	<ul style="list-style-type: none"> Ability to gain respect & commitment from Club personnel. Commitment to personal and professional development. Commitment to continuous education within the environment.
Teamwork and Personal Impact	
Essential	<ul style="list-style-type: none"> Ability to work effectively as part of a multi-disciplinary team Possess a strong desire to achieve high standards of professionalism, customer service and quality.
Other Considerations	<ul style="list-style-type: none"> A positive attitude to Information Technology in carrying out the responsibilities of the post. To behave in an ethical and professional manner at all times. Ability to work irregular and antisocial hours as required including work outside normal hours, at evenings, weekends and public holidays. A strong commitment to fulfilling the placement duties and obtaining the highest standard of work.