



UNIVERSITIES

Volunteer Role Description

Digital Content Officer

Overview

The Students' Rugby Football Union (SRFU) is a volunteer-led constituent body of the RFU, responsible for the governance, development and growth of university rugby in England.

Playing rugby at university has been an incredibly important step in the careers of many elite players, but there are countless other ways that students can benefit from getting involved. The SRFU believe that every student deserves the opportunity to enjoy the mental, physical, and emotional benefits of being involved in rugby, be it on or off the pitch.

The Digital Content Officer will be responsible for delivering a drumbeat of content across SRFU channels to contribute to the growth of the game, with a particular focus on engaging underrepresented communities alongside retaining existing players and volunteers.

What's in it for you?

- The opportunity to gain experience of working with a major National Governing Body
- Develop your professional network and enhance your personal development
- Represent student rugby and enhance the university rugby experience
- Share your passion for student rugby with others as part of a dedicated team of like-minded individuals
- The opportunity to attend a range of events including key university rugby fixtures, the national University Awards & Student Rugby Development day

What's involved?

Reporting into the SRFU Communications Lead, the Digital Content Officer will:

- Plan and deliver a regular drumbeat of content across the SRFU's key social media platforms (Instagram, Facebook and Twitter) during the rugby season
- Produce copy and visual assets in line with SRFU brand guidelines and tone of voice
- Help maximise channel growth and engagements during the off-season to support the development of the SRFU brand
- Monitor channels and engage with followers where relevant
- Support the delivery of milestone communications campaigns such as the BUCS Finals, University Rugby Development Forum and University Rugby Awards

Person Specification:

Essential:

- Committed to and passionate about the development of university rugby
- An experienced user of a range of social media platforms
- An excellent communicator with the ability to develop networks and positive relationships with a range of partners and individuals
- Supportive of the RFU's core values
- Proactive and able to work independently.

Desirable:

- Experience of working or volunteering for a sports club
- Experience of work or study in a communications or social-media related field
- Experience of using Canva to produce graphics
- Understanding of social media analytics

The SRFU is committed to diversity and inclusion amongst its trustees and volunteers, reflecting the sector it serves. We particularly encourage applications from those from Black, Asian and ethnic minority backgrounds and from women, as they are under-represented within the SRFU. Above all, we are actively looking for people who are passionate about rugby and making a positive difference.

Extra information

Term of Office	2 years, reconfirmed annually
Time commitment	Approx 6-8 hours per month during the rugby season, 4 SRFU events per season
Contact	Beth Sims, SRFU Communications Lead B.sims@studentsrfu.com
Expenses	All out-of-pocket travel costs between will be paid, and other reasonable expenses agreed in advance.
Applications	Please submit an email to the above contact setting out your suitability for the role with your contact details including phone number.

Closing date **Friday 18 August**

Interviews will take place virtually w/c **Monday 28 August**