

## Marketing & Commercial Department

### Internship Job Description

#### BACKGROUND

European Professional Club Rugby (EPCR) is the organiser of the Heineken Champions Cup and 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), Premiership Rugby (PRL) and Pro Rugby Wales.

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 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 July 2019 to June 2020 (exact dates and duration negotiable)

Location: Lausanne

#### THE ROLE

The role of the Marketing & Commercial Intern is to coordinate and support other members of the team with a broad range of marketing and commercial projects which include:

- Coordinating the implementation of the 25 years of the Heineken Champions Cup project;
- Supporting the sponsorship sales process and preparing presentations as needed;
- Supporting with the preparation and delivery in coordination with third parties of the global media plan and season campaigns;
- Supporting with development of the branding and design assets required throughout the season for matchday, semi-finals and finals stadium roll-out and marketing campaigns;
- Supporting with the coordination of 'EPCR European Player of the Year 2020';
- Coordinating the delivery of marketing competition prizes;
- Use and present data (from a range of sources) to aid decision-making;
- Preparation for matchday delivery of sponsorship rights and liaising with other departments on rights implementation;
- Supporting the account management of commercial, broadcast, media partners and clubs;
- Assisting with the development of digital & CRM products and initiatives; and
- Any other back-office admin, event or 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 sports management and/or event delivery experience. Experience in branding and sponsorship sales would be an advantage
- Excellent command of written and spoken English and French proficient. Additional languages would be an advantage
- Advanced MS Office skills (PowerPoint especially)
- Comfortable with data and using spreadsheets to aid decision-making
- Passion for sport. Knowledge of rugby would be an advantage
- Hard working, innovative thinker with good attention to detail and a problem-solving attitude
- Ready to travel (occasionally including weekends) 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 [recruitment@epcrugby.com](mailto:recruitment@epcrugby.com) by **Friday 28<sup>th</sup> June 2019**.*