

Communications Coordinator (Events and Competitions)



Based within the central communications team, this role leads communications planning and content delivery for all Rugby Development competitions, while supporting media operations for major events.

About the role

Key Responsibilities:

Communications planning and content

- Use creative storytelling to ignite interest in our sport, shining a spotlight on the people, places and domestic leagues and competitions
- Deliver key comms milestone events in the competitions calendar, promoting Rugby Development initiatives and strategic priorities, working with key stakeholders to generate impactful PR and media coverage results
- Work closely with the Rugby Development team (Comms Manager, Content Producer and Marketing Manager) to ensure all activity is aligned to the annual comms plan and Rugby Development's wider strategy
- Support in the delivery and promotion of a broadcast strategy for the top domestic competitions
- Provide weekend match coverage for the Arnold Clark Men's and Women's Premiership, as well as selected matches from all leagues, to generate engaging content and media opportunities

Media relations and PR

- Plan and deliver proactive Rugby Development media events, from press conferences and season launches to match reporting, while managing reactive media situations with confidence
- Manage reactive media enquiries related to Scottish Rugby competitions, liaising with relevant on-field and off-field colleagues to ensure a joined-up approach to communications

Event and stadium operations

- Support the delivery of media operations and event communications for major events at Murrayfield campus, including international fixtures and external events
- Manage the media accreditation process and contribute to event planning for competitions finals, major matches and wider stadium events
- Collaborate with internal and external stakeholders to ensure safe, well-communicated events with effective fan-facing communications
- Have an awareness of safe working environments and the required policies and protocols, particularly in relation to safeguarding

Stakeholders

This role works with a wide variety of internal and external stakeholders to ensure collaborative working across all areas:

- Communications and Stakeholder Engagement teams
- Rugby Development colleagues
- Marketing colleagues including social media, digital, creative services and content teams
- Events, Accreditation, Health & Safety and Security colleagues
- Local and national stakeholders to support events run by Scottish Rugby
- Members of the media
- Volunteers, coaches and players involved in rugby across Scotland

"Our ambition is that everyone in Scottish Rugby feels a sense of 'belonging' by being clear on the purpose of their role, feeling valued as a member of the team, and connected to colleagues across all areas of the organisation"



Key Skills

Business Enabler

- **Stakeholder management:** You have a strength for collaboration which engages internal and external partners. This enables you to create boundaries and manage expectations, enabling projects to work on time and to budget.
- **Digital Literacy:** You can find, use, evaluate, create and share information digitally. Think critically about the content and use tools and platforms to communicate in digital ways.
- **Creativity & Innovation:** You demonstrate and open-mindedness and curiosity to idea and opportunity. You try new ideas and put things into action.
- **Communication:** You get your point across clearly and effectively. You make sure that everyone understands what the message is, and that they equally feel heard.
- **Project Management:** You oversee and manage the full life cycle of projects, liaising and guiding colleagues and stakeholders to make sure everyone knows the part they need to play for a successful outcome. You have the ability to manage multiple priorities and work to tight deadlines.

Knowledge & Experience

- Proven track record of building media relationships and delivering results across multiple channels
- Experience delivering comms plans for events or competitions
- Experience of working on large-scale events is beneficial
- Knowledge and understanding of competitions and governance structures
- Experience of sourcing, presenting and delivering proactive content and media materials to generate wider exposure of a given product, client, team, event or brand
- Attention to detail to deliver high-quality work
- Confident working in a fast-paced media, press office, or communications environment
- Strong project management skills with the ability to manage yourself and multiple priorities
- Degree (or equivalent experience) in English, Communications, Journalism or related field
- Proficient IT skills, particularly Microsoft Office
- A full, valid driving licence is beneficial

Working Logistics

Location: Scottish Gas Murrayfield, Edinburgh

Working pattern: Full time, the ability to work flexible hours due to working in sport and live events will include evening and weekend working

Contract type: Permanent

Reports to: Head of Communications