

JOB DESCRIPTION – Communications Assistant
(contract until 26th June 2009)
Ulster Rugby, 85 Ravenhill Park, Belfast BT6 0DG

Role:	Communications Assistant contract until 26 th June 2009
Duration of Role:	until 26 th June 2009
Salary:	£13,000 - £15,000 dependant on experience (per annum)
Location:	Ravenhill Grounds, 85 Ravenhill Park, Belfast BT6 0DG
Purpose of the role:	To support the work of the Communications Department at Ulster Rugby by driving and raising the profile of the organisation and work closely with the Marketing and Commercial Departments to maximise revenues through communications and to ensure the positive development and reinforcement of the Ulster Rugby brand.
Accountable to:	Communications Manager
Key Relationships:	Communications Manager Staff from Marketing and Commercial Departments

Responsibilities

Website

Update and maintain the Ulster Rugby website, www.ulsterrugby.com with team news, match reports, photographs and competitions and actively seek out interesting rugby features and news around Ulster Rugby, it's players, management team and staff.

Responsibility for sending the Ulster Rugby Ezine weekly, or as and when required and utilise e-marketing as a promotional tool.

Report on website traffic and ezine figures on a monthly basis to Communications Manager, and work to identify and implement ways in which to improve statistics.

Media

Assist the Communications Manager in maintaining Ulster Rugby's relationships with key sports media – liaising with journalists, broadcasters and photographers, issuing press releases and following up, responding to queries, providing information, arranging media events, player/coach interviews and photoshoots as directed by the Communications Manager.

Compile and update Ulster Rugby related clippings from local and national media on a weekly basis and be able to provide sponsor-specific coverage to the Commercial Dept on request

Match Programme

Contribute as requested by the Editor to the Ulster Rugby Match Programme

Sponsors

Assist in the continued development of relationships with a number of Ulster Rugby's sponsors when required and as directed by the Communications Manager.

Marketing and Promotions

Assist Marketing Staff with general marketing and promotional activity relating to Ulster Rugby matches and events, and support all marketing promotions for tickets or season tickets through communications plans or strategy

Match Night

Assist the Communications Manager as directed in the smooth running of all Media Operations on match nights from media accreditation procedure including working with tournament organisers, written, photographic media, live and non-live radio and television broadcasters.

Away Matches – work on rota with Communications Manager to update www.ulsterrugby.com with match reporting

The duties and responsibilities outlined in this Job Description are not exhaustive and the post holder may be required to undertake additional duties to meet the needs of the organisation.