# Digital & Social Media Coordinator

**Role Location:** Venue  
**Functional Area:** Digital  
**Reports To:** Venue Social Media Manager

## Purpose

The purpose of the Digital and Social Media team is to promote and support the communications and marketing strategy for the tournament in the lead up to and during the event. Conversations in online communities will be monitored and managed by the team with live match day communications used to engage and expand the online fan base.

## Key Responsibilities

The key responsibilities of the Digital & Social Media Coordinator are to:

- Create informative and promotional information to engage and expand the fan base and online communities;
- Create, edit and update online content within tournament communications guidelines;
- Manage enquiries and commentary across Facebook, Twitter, Instagram, Snapchat, RLWC2017 blogs etc.;
- Proactively monitor and manage online conversations;
- Maintain and develop social media contact database;
- Monitor trends in social media identifying promotional opportunities to increase visibility and web traffic;
- Assist in the creation and management of social media campaigns;
- Other duties as required.

## Attributes

The Digital and Social Media Coordinator is likely to demonstrate the following attributes:

- Highly organised, efficient and can multi-task;
- Demonstrated photoshop and image editing skills;
- Reliable, committed and has the flexibility to work varied rostered hours;
- Able to engage online communities through use of various social media platforms and marketing databases;
- Can comfortably and tactfully resolve conflict and shut down unwanted online chatter;
- Has excellent communication skills;
- Excellent written and editorial skills;
- Ability to manage conflicting priorities and work well under pressure;
- Strong customer service skills;
- Can identify problems and proactively source solutions to complete tasks;
- Good initiative and flexibility;
- Awareness of the need for confidentiality in some matters;
- Video editing skills not required but would be an advantage.
**Role Location**: Venue  
**Functional Area**: Media Operations  
**Reports To**: Venue Media Manager  

**Purpose**: The purpose of Digital Video Producer is to provide and edit video content from tournament events for distribution to global media outlets and RLWC2017 digital/social media channels.

**Key Responsibilities**
- Produce video packages from content generated/gained from various media events and press conferences within the designated Host City;
- Provide video content for provision to global media outlets and RLWC2017 digital/social media channels;
- Attend and edit post-match press conferences;
- Upload files to RLWC2017 Dropbox for approval prior to global distribution;
- Other duties as required.

**Attributes**
- Excellent communication skills with superior written and verbal skills;
- Knowledge of Rugby League & the international game;
- Demonstrated examples of work (opportunity to share via application form);
- Professional manner and presentation;
- Ability to work calmly under pressure;
- Ability to work in a fast-paced deadline driven environment;
- Outstanding problem solving skills;
- Shows initiative and able to make things happen.
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<td>REPORTS TO</td>
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**PURPOSE**

The purpose of the Event Operations team is to ensure the successful planning and coordination of each match and the integration with venue management, broadcast and contractors.

**KEY RESPONSIBILITIES**

The key responsibilities of the Event Coordinator are:

- Coordinating the Event Operations team in back of house (tunnel) alongside the Football Operations Manager;
- Liaise with Host Broadcast Floor Manager to meet timings and provide information;
- Sports Presentation liaison in tunnel and co-ordinate timings of anthems and all on-field entertainment;
- Manage all areas in the tunnel (excluding Football Operations areas);
- Create and manage match delivery master run sheet;
- Management of match day timings in tunnel for all Field of Play activity;
- Management of catering for all tunnel personnel;
- Management of tunnel signage;
- Coordinating activities such as logistics support, equipment set up and pulldown, and managing inventory in RLWC storage and event spaces;
- Provide assistance to the Event Manager & Stadium Operations teams.

**ATTRIBUTES**

The Event Coordinator is likely to demonstrate the following attributes:

- Major event or first-class match delivery experience;
- Highly organised, efficient and can multi-task;
- Able to lead a team and communicate instructions effectively;
- Reliable, committed and has the flexibility to work varied rostered hours;
- Can quickly learn and adapt to new situations;
- Can comfortably and tactfully resolve conflict;
- Excellent communication skills (both written and verbal);
- Can identify problems and proactively source solutions to complete tasks;
- Methodical and can effectively manage their time and complete priorities to meet deadlines;
- Thrives in a team environment.
### Role Location
Venue

### Functional Area
Commercial and Sports Presentation

### Reports To
Event Manager

### Purpose
The venue precinct is the welcoming area located around each venue. Its purpose is to positively engage spectators upon arrival, prior to entering the venue to view a RLWC2017 fixture. The precinct will be a hive of activity with Welcoming & Wayfinding staff, fan engagement, merchandise outlets and sponsor activations.

### Key Responsibilities

- Plan and manage the precinct area prior to the venue entry;
- Coordinate all fan engagement, merchandise, and sponsors to ensure they are operating in accordance with the plan and are authorized to do so;
- Coordinate all the activities occurring in the precinct and ensuring no interference with the venue entry procedure;
- Manage the Welcoming Team within the precinct ensuring the correct messaging is being relayed to spectators and guests upon arrival;
- Liaison with the Commercial Manager on potential third party advertising (ambush marketing);
- Other duties as required.

### Attributes

The Precinct Activation Manager is likely to demonstrate the following attributes:

- Ability to make effective decisions in line with operational policies and procedures;
- Excellent people skills with the ability to exercise complete discretion as required;
- Ability to lead a team and motivate volunteers as required;
- Excellent communication skills with superior written and verbal skills;
- Professional manner and presentation;
- Excellent time management skills;
- Attention to detail and a well-ordered approach to work;
- Ability to act with discretion and to maintain complete confidentiality;
- Maintain a proactive approach and commitment to ensure key deadlines are met.
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<td>Football Operations Manager</td>
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**PURPOSE**
The purpose of the Football Operations team is to facilitate and deliver the football operations services at matches and training venues to support the activities and schedules of teams and match officials.

**KEY RESPONSIBILITIES**
The key responsibilities of the Football Operations Coordinator are to:

- Support the Football Operations Manager with all aspects of the football operations at designated venues including venue preparation, match days and captain run days;
- Assist with the training and management of Football Operations volunteers at designated venues;
- Coordinate match day requirements in accordance with operational plans and the competition regulations;
- Ensure that match day operations/daily run sheets are adhered to;
- Management of catering for teams, match officials and other Football Operations related catering as required;
- Support the resolution of any football related issues within the designated venue;
- Oversee team list collection and distribution.

**ATTRIBUTES**
The Football Operations Coordinator is likely to demonstrate the following attributes:

- Rugby League match day delivery experience
- Is highly organised, efficient and can multi-task;
- Can lead a team and give directions effectively;
- Ability to work with and manage children. Must complete a Working with Children Check for their relevant state;
- Is reliable, committed and has the flexibility to work varied rostered hours;
- Can quickly learn and adapt to new situations;
- Can comfortably and tactfully resolve conflict;
- Has excellent communication skills;
- Can identify problems and proactively source solutions to complete tasks;
- Is methodical and can effectively manage their time and complete priorities to meet deadlines;
- Thrives in a team environment.
### Role Location

**Venue**

### Functional Area

**Football Operations**

### Reports To

**Senior Manager - Football Operations**

### Purpose

The purpose of the Football Operations team is to facilitate and deliver the football operations services at matches and training venues to support the activities and schedules of teams and match officials.

### Key Responsibilities

The key responsibilities of the Football Operations Manager are to:

- Plan and manage all aspects of the football operations at designated venues including venue preparation, match days and captain run days;
- Training and management of the Football Operations team at designated venues;
- Ensure the football operations delivery on match day is in accordance with operational plans and the competition regulations;
- Manage and oversee the resolution of any football related issues at designated venues;
- Collaborate with other functional areas within the venue and the stadium operations team as required, to deliver the football operations;
- Liaise with Match Commissioner, Team Managers, Team Liaison Officers, player medical and anti-doping personnel as required.

### Attributes

The Football Operations Manager is likely to demonstrate the following attributes:

- Major event or first-class rugby league delivery experience
- Is highly organised, efficient and can multi-task;
- Can lead a team and give directions effectively;
- Ability to work with and manage children. Must complete a Working with Children Check for their relevant state;
- Is reliable, committed and has the flexibility to work varied rostered hours;
- Can quickly learn and adapt to new situations;
- Can comfortably and tactfully resolve conflict;
- Has excellent communication skills;
- Can identify problems and proactively source solutions to complete tasks;
- Is methodical and can effectively manage their time and complete priorities to meet deadlines.
## ROLE LOCATION
**Venue**

## FUNCTIONAL AREA
**Media Operations**

## REPORTS TO
- General Manager, Media & Communications (Australia & PNG)
- Media & PR Manager (NZ)

## PURPOSE
The purpose of the News Service Reporter is to promote and support the communications and media strategy in the lead up to and during the tournament. You will provide written content for provision to global media outlets and RLWC2017 digital / social media channels.

## KEY RESPONSIBILITIES
- Ensure content is generated / gained from attending media opportunities and press conference within a designated host city;
- Produce a match report within 30 minutes after the full-time siren of a tournament fixture;
- Attend post-match press conference/s and provide transcripts;
- All files will need to be emailed to the General Manager, Media & Communications (Australia & PNG) or the Media & PR Manager (NZ) for approval and uploading onto Dropbox for global distribution.

## ATTRIBUTES
The News Service Reporter is likely to demonstrate the following attributes:
- Excellent communication skills with superior written and verbal skills;
- Demonstrated knowledge of Rugby League & the International game;
- Ability to work in a team environment and collaborate as required;
- Professional manner and presentation;
- Ability to work calmly under pressure;
- Ability to work in a fast-paced deadline driven environment;
- Outstanding problem solving skills;
- Shows initiative and able to make things happen.
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**PURPOSE**

Based at the Venue of the designated Host City, the Sponsorship Manager will be responsible to support the Commercial Team with all commercial activities, including the delivery of core sponsorship rights and managing relationships between the Rugby League World Cup (RLWC2017) and Sponsors within the RLWC2017’s commercial portfolio.

**KEY RESPONSIBILITIES**

The key responsibilities of the Sponsorship Manager are to:

- Manage and deliver the Sponsorship program on venue;
- Check and prepare all Sponsorship areas prior to a match and event;
- Be the face to face point of contact for the Sponsors;
- Ensure all Sponsor Program entitlements are met in accordance to agreements;
- Be the point of contact for hospitality and merchandise contractors when required;
- Prepare checklists and reports for the Commercial Manager;
- Prepare and consolidate meal orders for the Sponsor Program as required;
- Other duties as required.

**ATTRIBUTES**

The Sponsorship Manager is likely to demonstrate the following attributes:

- Ability to make effective decision in line with operational policies and procedures;
- Excellent communication and customer service skills with superior written and verbal skills;
- Professional manner and presentation;
- Able to resolve issues in a diplomatic manner and discrete manner;
- Able to work effectively under pressure.
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<td><strong>REPORTS TO</strong></td>
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**PURPOSE**

The purpose of the Venue Media Manager is to work within the Venue Management Team to oversee the delivery of all services provided to media within the Venue, including but not limited to media accreditation, the operation of the Media Centre, Media Conference Room, Media Tribunes, Photographers Room and Mixed Zone. The Venue Media Manager will also manage a Media Team who will assist in the delivery of these services at that venue.

**KEY RESPONSIBILITIES**

The key responsibilities of the Venue Media Manager are to include:

- Management of Media Team consisting of Assistant Venue Media Manager, Photographers Assistant/s and Media Services Assistant/s;
- Management of all media facilities and spaces, ensuring customer service levels are maintained to a high standard with the distribution of relevant information and prompt response to media requests and issues;
- Plan and manage accredited photographers including bibs, on-field positions, work spaces and storage areas;
- Plan and manage media work spaces and facilities including the correct branding is in position;
- Ensure competing teams complete all media requirements such as Media Conferences, Mixed Zone;
- Manage any media accreditation issues;
- Work closely with IMG Media representative who oversees the delivery of services to Host Broadcasters and rights-holders;
- End of day reporting into Venue Operations Manager and GM, Media and Communications;
- Other duties as required.

**ATTRIBUTES**

The Venue Media Manager is likely to demonstrate the following attributes:

- Ability to manage a team and lead effectively;
- Excellent communication skills with superior written and verbal skills;
- Professional manner and presentation;
- Ability to work calmly under pressure;
- Ability to work in a fast-paced deadline driven environment;
- Outstanding problem solving skills;
- Shows initiative and able to make things happen.
### Role Location
Venue

### Functional Area
Digital

### Reports To
Digital and Social Media Manager

### Purpose
The purpose of the Venue Social Media Manager is to lead the Digital and Social Media team to ensure all social media platforms are up-to-date with live information, with the monitoring of all chatter and posts related to RLWC2017.

### Key Responsibilities
The key responsibilities of the Venue Social Media Manager are to:

- Execute the RLWC2017 match day Social Media strategy;
- Set up, prepare and manage the Digital and Social Media coordinators, assistants and photographer work spaces;
- Communicate media activities to the Digital and Social media teams on venue;
- Monitor social media platforms and chatter relating to the RLWC2017;
- Provide up dated information to the relevant social media platforms as instructed.

### Attributes
The Venue Social Media Manager is likely to demonstrate the following attributes:

- Demonstrated People Management skills;
- Demonstrated photoshop and image editing skills;
- Strong track record of managing and executing high visibility social media campaigns and social activations;
- Proven experience and strong understanding of social media platforms;
- Ability to work in a team environment and collaborate as required;
- Excellent communication skills with superior written and verbal skills;
- Professional manner and presentation;
- Ability to work calmly under pressure;
- Ability to work in a fast-paced deadline driven environment;
- Outstanding problem solving skills;
- Video editing skills not required but would be an advantage.
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<td>REPORTS TO</td>
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**PURPOSE**
The purpose of the VIP and corporate hospitality program is to ensure all VIP and corporate guests enjoy a high level of service during a match and have an outstanding match day experience.

**KEY RESPONSIBILITIES**
The key responsibilities of the VIP Manager are to:
- Manage and deliver the VIP program on venue;
- Check and prepare all VIP suites prior to a match and event;
- Be the face to face point of contact for the VIP participants;
- Prepare checklists and reports for the General Manager, Protocol & Business Relationships;
- Prepare and consolidate meal orders for the VIP suites as required;
- Other duties as required.

**ATTRIBUTES**
The VIP Manager is likely to demonstrate the following attributes:
- Ability to make effective decision in line with operational policies and procedures;
- Excellent communication and customer service skills with superior written and verbal skills;
- Professional manner and presentation;
- Able to resolve issues in a diplomatic manner;
- Able to work effectively under pressure.
### Role Location
Venue

### Functional Area
Workforce

### Reports To
Workforce Manager + Catering Manager

### Purpose
Workforce Operations is responsible for managing shift requirements and ensuring that staff, volunteers, interns and contractors (workforce) can perform their duties during any given RLWC2017 shift both within the venue and designated Host City. The Workforce Functional Area will identify workforce, address HR issues, record attendance for scheduled shifts and issue meal entitlements to the appropriate staff during an event.

### Key Responsibilities
- Oversee the workforce schedules for nominated venues;
- Oversee the workforce operations and check-in for nominated venues;
- Processing workforce check-in and meal allocation using the information management system/database;
- Oversee the communications to workforce at the request of the Workforce Manager;
- Manage and motivate the team of Workforce Operations Assistants at nominated venues;
- Complete the required daily workforce reports;
- Address, resolve and/or escalate HR issues relating to RLWC2017 staff;
- Distribute reward and recognition pieces, both tangible and intangible;
- Other duties as required.

### Attributes
The Workforce Operations Coordinator is likely to demonstrate the following attributes:
- Ability to lead a team and motivate volunteers as required;
- Ability to make effective decision in line with operational policies and procedures;
- Excellent people skills with the ability to exercise complete discretion as required;
- Excellent communication skills with superior written and verbal skills;
- Professional manner and presentation;
- Excellent time management skills;
- Attention to detail and a well-ordered approach to work;
- Ability to act with discretion and to maintain complete confidentiality;
- Proactive approach and a commitment to do whatever is necessary to ensure deadlines are met.