

Role Profile



Job Role:	Media Assistant (Volunteer)
Group:	Various
Location:	Various. Home based.
Job Purpose	
To support Scotland Rugby League's digital communications to produce engaging website and social media content so that we can inspire people to participate in our sport and engage our vibrant membership.	
<u>Within Scotland Rugby League</u> SRL Operations Director SRL Media Manager SRL Squad members SRL Clubs	<u>Outside Scotland Rugby League</u> Other teams
Accountabilities	
<ul style="list-style-type: none"> • To maintain, create and upload content to Scotland Rugby League's website including weekend previews / reviews, In Focus articles, top tips series and athlete profiles. • To create and upload content to Scotland Rugby League's social media channels (Facebook, Twitter, Instagram, YouTube) • To attend development days, training sessions and matches to create content for website and social media • To maintain the Scotland Rugby League photo and video database and edit images and video as required • To assist with the creation of communications, marketing assets and content to support the promotion of Scotland Rugby League, including our representative and development activities 	

Role Profile (cont)

Knowledge, Skills and Experience	
<ul style="list-style-type: none">• Knowledge of and enthusiasm for the sport of Rugby League• Excellent communication skills across verbal, written, and electronic forms• An understanding and confidence in Facebook, Instagram, Twitter and YouTube social media channels• Ability to identify and create content that is engaging and inspiring for its audience• Strong interpersonal skills - able to develop and maintain excellent relationships• Willingness to keep up to date with emerging technologies• Well organised and able to prioritise workload• Prepared to make a regular time commitment	
The successful candidate should be based in Scotland to carry out this role as some travel will be required.	
Personal Characteristics	
<ul style="list-style-type: none">• Creative & innovative worker• Focused on excellent quality of service• Self motivated to work independently and as part of a team• Commitment to responding quickly to business needs• Positive approach to dealing with challenging issues• Treats people with respect	
Created by: Ollie Cruickshank (Director Operations)	Date: 17.01.20
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