

ROLE: Website & Social Media Officer
SALARY: Limited Domestic Expenses Paid
APPLICATIONS OPEN: Monday 30th January 2023
APPLICATIONS CLOSE: Sunday 26th February 2023
TERM: 2 years+
REPORTING TO: Operations Manager



Nederlandse Rugby League Bond are seeking to appoint a Website & Social Media Officer, ahead of the 2023 Season.

This is a brilliant opportunity to join a vastly developing nation with an exciting future. With fantastic people, a strong organic playing squad, and one of the best development Rugby League experiences, this role offers genuine potential for a futuristic and enthusiastic individual to join the team.

Our ideal candidate will have strong technical skills, personal integrity, and a strategic mind-set. They will be deeply motivated by the exciting opportunity to work alongside board members and national staff members.

The right candidate must be driven, passionate and possess the ability to work with others to strategically lead and manage the social media image of the sport in the Netherlands.

We are willing to accept applications from both the Netherlands and overseas. We will consider both part time and full-time applicants, with the role being at a voluntary capacity. The successful applicant will ideally based in the Netherlands or have the ability to travel to matches where required.

Job Description:

Main duties:

- Create and publish engaging content that is optimised for social platforms, specifically Facebook, Instagram, Twitter, TikTok, Youtube/Twitch.
- Launch a TikTok video channel
- Assist in the management of NRLB owned channels and sites, taking responsibility for their completeness and accuracy.
- Act as editorial guardian of content delivered through the website and social media, monitoring and evaluating its suitability against our Rules & Strategy's.
- Collaborate with internal and external partners to make social content compelling for both fans and advertisers
- Coordinate posting across multiple social media accounts & platforms during live sports window
- Generate new social-first ideas to support marketing activities
- Grow traffic to NRLB website and social media channels

Multi-disciplinary team-work:

- Work constructively with the multi-disciplinary staff to create a positive and high-performance first team culture.
- Work effectively with the multi-disciplinary staff team to coordinate resources to achieve the aims and objectives of the first team squad.

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Personal specification:

Desirable:

- Previous experience with computing, media graphics & social media
- Experience and understanding of public movement.
- Experience of working within the media.
- Ability to present complex information to a range of diverse audiences and board members.

Values and behaviours:

- Acts with integrity and leads a positive, high-performance culture.
- Passion for learning and attention to detail.
- Consistently models behaviours that uphold the values of the governing body and the high-performance, positive culture expected.
- Ambitious for themselves, their nation and their colleagues.
- Recognises the privilege of being part of the future of the sport, and shares our pride for the Netherlands.

To apply for the position please send an up-to-date CV and also a covering letter detailing how your experience, personal skills and attributes will enable you to perform the role successfully. Please submit to info@rugbyleague.nl by Sunday 26th February 2023.