



Job Description

Title: Internship – Digital Content

Overview of organisation: The Australian Football League (AFL) is Australia’s premier sporting organisation supporting a constantly evolving national competition which has experienced rapid growth over the past 10 years. The AFL is also responsible for growing and developing the game through international affiliates such as AFL Europe. Based in London, AFL Europe exists to develop and grow the game of AFL throughout Europe by supporting and serving the AFL Europe Community. We strive to increase awareness, involvement in & consumption of Australian Football throughout Europe.

Overview of position: The successful applicant will manage the digital content for AFL Europe, including website and social media platforms. Following a Communications Plan, website articles will need to be researched, written, published and shared through social media to increase the awareness of AFL across Europe. The successful applicant will also play a major role in managing the AFL Europe website, including the creation of promotional artwork and video content. In addition, operational and administrative support will need to be provided to the General Manager.

Areas of responsibility:

- Prepare and deliver content based on the weekly communications plan
- Create weekly articles, match reports and promote AFL Europe events
- Research European leagues, clubs and participants to develop website content
- Lead the ongoing development of the AFL Europe website
- Create artwork and video content to help promote AFL in Europe
- Plan, prepare and deliver the monthly AFL Europe newsletter
- Other administrative and operational support

Ideal candidate should have:

- Completed a marketing or journalism degree (or similar)
- Ability to multitask, exceptional attention to detail & strong writing skills
- Demonstrated personal initiative and an ability to work effectively unsupervised
- Experience working with volunteers from diverse backgrounds & communities
- Experience in sports journalism, social media promotion & website development
- Experience working with WordPress, Photoshop, Mailchimp & video editing software
- Strong knowledge of, and a passion for, AFL
- UK working visa (or ability to obtain by start date) or British Passport required
- Must be willing to work weekends/nights for major events

How to apply:

- Send your CV & cover letter to admin@afeurope.org by Wed 2nd Dec 2020
- Interviews held the week commencing 7th Dec 2020
- Successful candidate will be required to commence March 2021
 - (8-month contract – 2 days per week)