



AFL Europe Limited  
Company No. 07277147

3<sup>rd</sup> Floor, Australia Centre,  
Strand, London, WC2B 4LG

[www.afleurope.org](http://www.afleurope.org)

## Job Description

**Title:** Paid Internship – Digital Content Producer

**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 applicants will research, produce, publish and manage all of AFL Europe's digital content and online communications. Content is shared across our social media platforms and website to increase the awareness of Australian Football in Europe as well as promote and engage our audiences and community. The Digital Content Producers will also work with our corporate partners to create marketing campaigns and video content, promoting them to AFL Europe's audience. In addition, operational and administrative support will need to be provided to the General Manager in the London office and at AFL Europe events.

### Areas of responsibility (shared by two interns):

- Plan creative content and campaigns for the online communications plan
- Prepare and deliver engaging image, video and audio content that aligns with AFL Europe's Business Strategy
- Lead the ongoing development of the AFL Europe website and social media channels
- Research European leagues, clubs and participants to develop weekly articles and match reports for our website
- Produce and grow the AFL Europe Podcast with weekly episodes throughout the season
- Attend and promote AFL Europe events and tournaments
- Assist in tracking social media and website analytics to promote AFL Europe's digital assets to new corporate partners and deliver quarterly reports to current corporate partners
- Plan, prepare and deliver the monthly AFL Europe newsletter
- Other administrative and operational support

### Ideal candidates 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



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- Experience working with volunteers from diverse backgrounds & communities
- Experience managing and scheduling content on social media platforms
- Experience in sports journalism, social media promotion & website management
- Experience working with WordPress, Adobe 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@afleurope.org](mailto:admin@afleurope.org) by Friday 12<sup>th</sup> November 2021
- Interviews held the week commencing Mon 15<sup>th</sup> November 2021
- Successful candidate will be required to commence January 2022
  - (8-month contract – 2 days per week)