

WEST PARK LEEDS RUFC MEETS LEEDS BECKETT UNIVERSITY



INTRODUCING WEST PARK LEEDS' NEW MARKETING AMBASSADORS

West Park Leeds RUFC has teamed up with five Leeds Beckett University students to help develop the club's marketing initiatives. The club has awarded its first marketing placement opportunity since it was formed in 1959, giving an opportunity for the students to work on a range of projects such as events, player recruitment, community relations and securing sponsorship for the club.

Kacy Mackreth, Senior Lecturer in Sports Marketing from Leeds Beckett says "I am so pleased for this group of students securing this exciting placement opportunity with West Park Leeds RUFC. It will allow them to gain a valuable experience and put what they are earning on their Sport Business Management and Sport Marketing degrees into practice. This presents a fantastic opportunity for both the club and the students to work in collaboration to raise the profile of West Park Leeds RUFC." Jessica Wade, Victoria Webster, Thomas Sherwen, Tom Leicester and Michael Devereux, who are Year 2 Sports Business Management/ Marketing students, are excited to be taking on a placement at a club with such a rich history, and are looking forward to giving fresh insight to the club. Jessica Wade, 19, explains "the club has a lot of potential and the facilities are amazing. I am looking forward to the opportunities West Park has to offer."

Andy Clithero, Club Captain at West Park Leeds RUFC says "I think we have put a really good team of people together and I am looking forward to working with them all. I was Impressed with each of the candidates on the interviews we carried out and I am sure that we will make this a great success."



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#wearewestpark
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