



Oxfordshire Rugby Football Union

RWC 2015 PR Coordinator

Oxfordshire RFU is a constituent body of the RFU who together are responsible for the playing, management and development of Rugby Union and its affiliated clubs in Oxfordshire.

In September 2015 England hosts the RWC 2015 which is the world's third largest sports event with a global television audience of over 4 Billion and 2+ million match ticket holders for the 48 matches which will be played in 13 venues across a six week period.

Oxfordshire RFU wish to capitalise on the interest in rugby that this tournament will catalyse to open the game and its clubs to a wider audience; so that before, during and after the tournament, more people spend more time at their local rugby club playing, supporting, coaching / refereeing rugby.

To help achieve this we need a volunteer to coordinate and manage the PR associated with the various activities we are conducting on a countywide and a local club basis. This individual will also need to link with the PR activities, programmes and initiatives being developed by the national organisations. Specifically:

1. Create a core list of countywide media contacts
2. To manage a set of core press and media contacts ensuring that all opportunities are maximised, whilst building strong ongoing dialogues and relationships
3. Write and develop compelling press releases to update all media contacts across Oxfordshire on the content and progress of the planned events
4. Write and develop web and social media content to ensure they contain the latest news and points of interest
5. Have the tenacity to search out opportunities across all media channels – online, social media, press paper and online & local freebies or magazines
6. Manage press members being present at either event and ensure all committee members know names and contacts of these individuals in the lead up to and during the events

This is an unpaid role but we will be happy to pay expenses and provide privileged access to the local and (potentially) national RWC events.

For more information please contact: Nick Cole on 0771004377 nick@oxford-partnership.com