



# HARTPURY WOMEN'S RUGBY DIGITAL MEDIA & MARKETING

## POSTGRADUATE STUDENTSHIP

***Are you ready to take a bold step into the world of high-performance rugby?***

*Do you want to study at one of the UK's leading sporting universities while gaining hands-on experience at the top level of the student game?*

*The Hartpury Women's Rugby Academy is offering an exceptional MSc studentship in Digital media and marketing for the 2026-27 academic year - an opportunity designed for those who aspire to turn passion into profession.*



*The Postgraduate Studentship offers a part-funded place on MSc Sports Management or MSc Business, Management & Enterprise degree in collaboration with the Hartpury Business Hub; studied over one or two years.*



## STUDENTSHIP RESPONSIBILITIES

- Producing, monitoring and managing our social media channels with the aim of spreading awareness of our brand and female pathway (Digital media and marketing).
- The placement will require you to start in August 2026 through to the end of the season in May 2027.
- Deliver weekly marketing material across our social media platforms.
- Match day coverage of home/away fixtures depending on schedules.
- The role would require varying commitments and hours based on the schedule.
- Consult with senior management on a weekly basis to ensure best practice and objectives are met.
- They will lead and implement a strategy to grow and engage our social media followers and stakeholders.
- Contribute to the Women's Rugby Academy experience building relationships with both staff and students to develop and improve yourself and the programme.
- Promote and represent Hartpury Women's Rugby in a professional manner.
- Completing your postgraduate research project alongside our university strategic direction with the aim of actively contributing to our evolving postgraduate research and knowledge exchange community and impacting our applied Sports Academy provision.

## PERSON SPECIFICATION

2.2 undergraduate degree in Sports Business Management or related sports field (although this is open to discussion based on application)

- The successful candidate must be capable of providing a high quality and engaging social media content to service our growing brand.
- Desirable (but not essential), some experience in social media content creation.
- Excellent inter-personal and communication skills to deliver a variety social media content.
- The successful candidate will be a highly organised and personable individual who can problem solve quickly and efficiently and has an eye for detail.

## BENEFITS

- Partial funded tuition on MSc Sports Management or Business Management
- Access to a forward thinking and progressive Women's rugby pathway.
- Opportunity to network with professional and semi-professional clubs, staff, players and league officials both nationally and internationally.
- Gym membership for the Sports Academy, staff kit and free parking



To apply for the Postgraduate Studentship: Please scan the QR Code and complete the application form

To inquire further into this Studentship: [mike.hall@hartpury.ac.uk](mailto:mike.hall@hartpury.ac.uk)

Closing date: Monday 27th April 2026

