



REFEREE SOCIAL MEDIA & MARKETING COORDINATOR - RECRUITMENT PACK

Who We Are

Some space. A ball. Your mates. A game.
Your team. A competition. Maybe a trophy or two.
Work hard. Develop skills. Get selected. Represent your nation.
Volunteer time. Pick up a whistle. Make a difference.
We are England Touch. Pick up a ball and play!

The England Touch Association (ETA) is a National Governing Body (NGB) for the sport of Touch (also referred to as Touch Rugby or Touch Football) in England. We are Sport England recognised and affiliated to the global governing body of Touch, the Federation of International Touch (FIT). The ETA has evolved from a committee of volunteers into a not-for-profit company limited by guarantee with an accountable board of Directors, a Senior Executive, a developing paid workforce of employees and an extremely loyal base of volunteers.

Our Vision

Our Purpose is to govern the sport of Touch.

Our Vision is to grow a more accessible, inclusive and enjoyable game, which delivers positive outcomes for physical, mental and social well-being.

Our Vision is achieved by:

- Growing the Game (increasing participation in playing, coaching, refereeing and volunteering)
- Developing the Sport (governing and developing participation from grassroots to elite level)
- Evolving as an organisation (expanding our infrastructure with a strong focus on Equity, Diversity and Inclusivity, as well as ensuring that Sustainability is also at the forefront of our thinking)

Our Vision is delivered through:

- Education (schools, colleges, universities and our educational courses and qualifications)
- Clubs (supporting club activity and engagement at all levels within our game)
- Competition (creating inclusive, diverse and accessible offers across wide ranging demographics)



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Why Do We Need You?

The Referee Social Media & Marketing Coordinator is responsible for leading the promotion, visibility, and engagement of the England Touch Association (ETA) referee community through digital and social media platforms. This role works closely with the England Touch digital marketing team to create and deliver engaging content that showcases referees at all levels, strengthens community connection, and supports wider recruitment, development, and retention objectives.

The post holder will manage the referee social media channels, ensuring consistent, high-quality content that reflects the values and voice of the ETA. This includes highlighting referee journeys, promoting opportunities such as courses and events, and collaborating with players, coaches, and international counterparts to elevate the profile of officiating within the sport.

Above all, the Referee Social Media & Marketing Coordinator plays a key role in fostering a positive, inclusive, and visible referee community, using digital platforms to celebrate achievements, share experiences, and inspire both current and aspiring referees

Role Details

Department	Marketing & Communications
Supported by	Digital Marketing Manager
Supporting	Liaises with Head of Referee Development, Referee Courses Coordinator, Referee Operations Manager, Head of Marketing & Communications
Hours	Approx 1-2 hours / week, increasing during the tournament / event season
Key Activity Periods	September - March: Off-Season, UTC MVRs April - August: Major domestic and international tournaments, MVRs, referee international selections and Cap Milestones All Year: Course Advertising, CPD workshop advertising,
Role Duration	N/A
Expenses	Pre-approved and allowable expenses (travel, accommodation, etc) will be reimbursed upon completion of the standard expenses form to Finance
Location	Work from home and various other locations as required - no requirement to attend event but desired where possible
DBS Requirement	No



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What You'll Do

Content Creation & Curation:

- Lead and collaborate with the England Touch Digital Marketing team to produce engaging content for the England Touch Referees Instagram
- Plan and assist in creating user-generated content and highlighting the voices of the referee community.

Platform Management:

- Schedule, post, and monitor content across the Referee social media channel.
- Ensure brand consistency and maintain the campaign's voice and tone.

Engagement & Community Building:

- Respond to comments and messages, and engage with the community to foster a sense of unity and passion for Referees.
- Collaborate with international counterparts from other touch rugby nations for content sharing and engagement activities.

Analytics & Reporting:

- Track social media analytics and provide weekly reports on engagement metrics, growth, and other relevant KPIs.
- Offer insights and suggestions based on data to optimise content.

Collaborative Campaigning:

- Work with influencers, players, and other stakeholders to ensure their active participation in, and promotion of, the campaign.
- Assist in coordinating collaborative initiatives and wider community.



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Who You Are

Essential Qualifications, Skills & Experience

- Passion for digital media and marketing
- Strong understanding of major social media platforms (Instagram, TikTok, LinkedIn, Facebook)
- Good understanding of touch rugby officiating and refereeing pathways
- Interest in referee development and the officiating community
- Excellent communication skills, both written and verbal
- Self-motivated, organised, and able to work in a fast-paced environment
- Experience creating content and/or managing social media for a sports team, refereeing group, or organisation
- Proficient in social media management tools, analytics platforms, and content creation tools (e.g. Canva, Adobe Creative Suite)
- Ability to translate technical refereeing concepts into engaging and accessible content

Key Attributes

- Passion for refereeing and the officiating community within touch rugby
- Enthusiastic about promoting referees and supporting referee development
- Creative in telling the stories behind officiating and match management
- Reliable and organised, able to manage tasks and deadlines
- Comfortable working with referees, clubs, and national/international stakeholders
- Positive, proactive attitude and willingness to get involved
- Team-oriented and happy collaborating with others
- Open to trying new ideas and approaches to content
- Able to travel and to attend key domestic events when required
- Commitment to the ETA's values: inclusivity, transparency, ambition, unity and respect



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What Can We Offer You

- Opportunity to utilise and develop your portfolio of skills and experience.
- Gain valuable hands-on experience in an NGB, which is also a sporting not-for-profit organisation.
- Training and development opportunities (induction, role-specific training, workforce development training, internal IT systems training, CPD courses and conferences).
- *#OneEngland* Workforce Induction Pack, on-boarding session with Line Manager and access to an ETA email address and shared Google Drive.
- Inclusion in the *#OneEngland* Workforce Recognition Scheme (as agreed by the sub-committee of the Board).
- Membership of the ETA (including access to discounts, savings and offers (e.g. AON Plus Scheme): <https://www.EnglandTouch.org.uk/play/membership/benefits/>)
- One England Workforce Kit Allowance

Our Commitment to Equity, Diversity & Inclusion

At England Touch, everyone is welcome!

You don't have to be sporty to be part of our community. What matters to us is that we have talented, enthusiastic and experienced people working with us who can help deliver our strategic outcomes.

Our dedication to inclusivity means that we actively welcome and support differences regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, and pregnancy and maternity.

We recognise that the diversity of our people is a source of strength and are taking positive steps to ensure that everyone involved in our game can bring their full selves, own unique experiences and perspectives. Together we can ensure that England Touch remains a welcoming and inclusive community for all!

If you need reasonable adjustments made to the recruitment process, please mention this during your application so we can advise and support you.

Note: All employees and volunteers hold a duty and commitment to observing ETA's [Equality, Diversity & Inclusion Policy](#) and procedures at all times.



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Our Values

<p>We are Inclusive</p> <p>We are committed to making our sport accessible to all by actively promoting and providing opportunities for widespread participation</p>	<p>We are Transparent</p> <p>Transparency underpins our sport. We prioritise openness, ethics and the highest standards on and off the field, through honesty, integrity and fair play</p>	<p>We are Ambitious</p> <p>We are driven to succeed in our sport. We will not limit our goals or imagination and aim for ambitious goals, pushing boundaries ourselves and the game</p>
<p>We are United</p> <p>Success in our sport is achieved by working together. We inspire unity and collaboration, operating as one team, with common goals and shared values</p>	<p>We are Respectful</p> <p>This is the basis of our sport. We promote respect for players, coaches, referees, volunteers and all others involved in our game at every level</p>	<p>We are England Touch</p> 

Ready to apply?

Please complete the application form, [here](#). We will offer interviews as soon as suitable candidates are identified - and we will close applications once a suitable appointee has been selected. Please ensure you submit your application quickly, to ensure you don't miss your opportunity to apply.

For more information, contact: Jack Harris, Head of Referee Development
(jack.harris@englandtouch.org.uk)

England Touch Association:

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w: www.englandtouch.org.uk

Instagram / Facebook / X: @englandtouch

LinkedIn: www.linkedin.com/company/englandtouch



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Note: Team England may not attend all the competitions below (this will be decided by the Pathways & Performance Leadership Team, in discussion with the head coaches from each division).

2026

- Performance Squad training camps
 - Adult: Jan 24/25, Feb 21/22, Mar 14/15, June 06/07, July 04/05
 - Youth: Jan 10/11, Feb 07/08, Mar 07/08, Apr 11/12, May 23/24, July 12, Aug 01/02
- University Touch Championships: Feb 07 & 28, Mar 21 - Nottingham Riverside
- Performance in Touch Conference: March 21/22
- National Touch Series:
 - Mens & Womens: Apr 18/19, May 16/17
 - Mixed: May 30/31, June 13/14, June 27/28
 - Seniors & Masters: March 01 (Midlands), June 21 (North), Sep 19 (South)
- Nationals:
 - Opens: May 02/03/04 - Nottingham Highfields
 - Seniors & Masters: May 02/03 - Nottingham Highfields
 - Juniors: Aug 29/30 - Nottingham
- European Touch Championships:
 - Adult: Jul 20-26, Vichy, France
 - Youth: August 13-16, Warwick, England
- Other international tournaments:
 - Asia Pacific Opens Cup: likely Apr / May in Queensland, Australia
 - Asia Pacific Seniors Cup: likely October in Japan

2027

- Performance Squad training camps (Adult & Youth)
- University Touch Championships
- National Touch Championships / Junior Nationals
- Asia Pacific Youth Cup
- Atlantic Youth Cup
- Opens Event
- Seniors & Masters Event

2028

- Performance Squad training camps (Adult & Youth)
- University Touch Championships
- National Touch Championships / Junior Nationals
- European Junior Touch Championships
- **Touch World Cup: likely October, in New Zealand**