

**Women's Elite Rugby (WER)** is now accepting applications for a Head of Social Media & Graphic Design. Candidates must be excited to work in a startup league while building the foundation for the future.

WER is the newest women's professional league on the US landscape. Formed as a single-entity league, WER is focused on delivering an entertaining brand of rugby to the US market and providing the highest standard of rugby available to our players. With the U.S. slated to host the 2033 Women's Rugby World Cup, all eyes are on WER to set the tone around the sport's competitive and business success.

The purpose of this position is to create, repurpose, and distribute engaging content for WER's social media channels, with a focus on Instagram and TikTok, while collaborating closely with the Director of Digital Storytelling, Head of New Media, Director of Communications, and WER players. The role involves managing day-to-day posting, monitoring engagement, developing content briefs for athletes, and leveraging existing season content creatively to maximize fan interaction across the league. This position ensures WER's social presence remains dynamic, on-brand, and responsive in a fast-paced sports environment.

**Specific Duties:** The incumbent will be primarily responsible for,

- Creating and designing visually engaging graphics, videos, and other content for WER brand social channels and team accounts, with an emphasis on Instagram and TikTok.
- Repurposing existing season content in creative ways to keep platforms active and engaging.
- Developing content briefs for athletes to execute remotely and identify the right athletes to activate for specific campaigns.
- Scheduling and posting content across all platforms, ensuring timely coverage of events, announcements, and campaigns.
- Monitoring social media engagement, tracking performance, and providing insights to improve reach and interaction.
- Actively monitoring and responding to comments and direct messages to foster community and fan engagement.
- Working with the Director of Digital Storytelling to maintain the social media content calendar, focusing on creating and implementing content rather than leading planning.
- Collaborating with internal teams to support social initiatives, campaigns, and live game/event coverage.
- Staying current on social media trends and best practices to enhance content and engagement strategies.
- Other duties as assigned.

**Qualifications:**

- Education-Bachelor's degree in Graphic Design, Sports Management, Sports Communication, Art, Advertising, or other related field.
- Experience: 1-3 years prior experience working in the digital storytelling industry with a focus on social media. Sports environment experience preferred.

**Minimum Knowledge, Skills, and Abilities:**

Candidates must be able to

- Center underrepresented voices and ensure content reflects the diversity of the league's athletes and communities
- Successfully navigate a fast-paced environment
- Multi-task across several platforms and channels
- Demonstrate proficiency with design and editing tools such as Canva and Adobe Premiere Suite
- Have an understanding of AI tools.

**Application Instructions:** Please submit a cover letter, resume, and contact information for three professional references, along with a portfolio that includes three recent social media posts you created using Canva or Adobe and published. If possible, showcase posts written in different voices, for example, one representing a team or league and another representing a player. Send application materials to: [careers@womenseliterugby.us](mailto:careers@womenseliterugby.us)

**Screening of Applications Begins:** For best consideration submit application materials by August 29, 2025.

**Anticipated start date:** The selected candidate is expected to start in late September/early October.

**Salary range:** \$35,000-\$45,000

**Hours:** Full-time

**Background Screening Statement:** A background check will be required.

**Equal Opportunity Statement:** WER is an Affirmative Action/Equal Opportunity Employer. Applications from women, minority group members, veterans and individuals with disabilities are encouraged to apply.

**Accommodation:** If you require a reasonable accommodation for a disability for any part of the employment process, please contact WER at [careers@womenseliterugby.us](mailto:careers@womenseliterugby.us)

WER Head of Social Media & Graphic Design  
Job Announcement 2025



**Work Authorization:** As required by the 1986 Immigration Act, be prepared to present acceptable documentation upon hire showing your identity and that you are a U.S. citizen or an alien who is authorized to work.