Volunteer:
EuroGames Marketing & Communications Lead

Role Description

Cardiff EuroGames 2027 will bring a programme of 39 sports along with more than 5,000 athletes to the city in 2027. Pride Sports Cymru is working with many of Cardiff's LGBTQ+ sports groups as well as Welsh governing bodies of sport to realise their plans for the event. Alongside the competition schedule, EuroGames will also include opening and closing ceremonies, a cultural programme, a choral festival and a Games village planned for the heart of the city.

Position: Communications Lead

We have an exciting volunteering opportunity to head up a small volunteer Communications team (2 x volunteer content creators to be recruited). This is a part-time role, volunteering from home, for at least 5 hours per week. The role is flexible, and can be delivered to suit work/family/caring commitments. However, it should be noted that some volunteering may need to take place to suit EuroGames partners and stakeholders, such as sports groups and National Governing Bodies.

The Communications Lead will take on a variety of communication and engagement related roles and responsibilities with the ultimate goal of telling Cardiff EuroGames 2027 story and elevating its brand

What's involved?

- Developing a communications strategy for Cardiff EuroGames 2027 as part of the voluntary Organising Committee
- Working with volunteer content creators and Pride Sports' graphic designer to create assets & content for social media channels
- Planning, scheduling and producing social media content
- Monitoring and responding to social media engagement, helping to build our online community.
- Helping with in-person and online events, including promotional activity
- Contributing to our digital newsletter
- Producing, sourcing and editing blog posts on our websites
- Support the Organising Committee to find new ways to engage with our audience

- Attending Organising Committee meetings once a month, and monthly in-person planning days
- Being on site during EuroGames 2027 14-17 July 2027 in Cardiff

Skills & experience

We are seeking volunteers with an interest and experience in communications, marketing, public relations, and public engagement. An interest and commitment to the not-for-profit sector is a must, as is a passion for LGBTQ+ inclusive sport and for EuroGames 2027.

Support provided

As volunteer Communications Lead, you will be supported by the Pride Sports Director leading on EuroGames. You will also be able to get support from other voluntary members of the EuroGames Organising Committee, as well as Pride Sports' in-house graphic designer. Reasonable travel expenses will be covered by Pride Sports in accordance with our policy and budget. If working at an external venue e.g. for an event, costs for food of up to £10 will be reimbursed.

Apply now

Please contact info@pridesports.org.uk for a chat about the role.