



Communications and Content Industrial Placement

Location: DPD Stadium at Franklin's Gardens, Northampton

Department: Marketing & Communications

Reporting to: Head of Content

Placement dates: September 2027 to June 2028

Eligibility: The placement must form a required part of the applicant's UK-based degree course

"Tell the stories behind Northampton Saints"

Are you a creative communicator with a passion for sport, storytelling and digital media?

Northampton Saints is offering an exciting opportunity for an undergraduate student to develop practical, real-world experience within the Marketing & Communications team of a professional sports organisation.

During this year-long placement, you will help create engaging content and communications that bring supporters closer to the Club, its players and its people. From writing articles and producing social media content, to supporting media activity and matchday operations, you will play an active role in how Northampton Saints communicates with supporters, partners and the wider rugby community.

You will work on a varied range of projects, respond to live briefs, and collaborate with colleagues across the Club while building a portfolio of professional experience across communications, content creation and digital storytelling.

This opportunity would suit someone with a strong interest in journalism, communications, content creation, social media or sports media who is looking to develop a career in communications, content, media relations, journalism or digital marketing.

What you will learn and experience:

Working with the Head of Content and the wider Marketing & Communications team, you will have the opportunity to:

- Support the Communications & Content team's work to promote Northampton Saints, helping to enhance the Club's reputation and strengthen engagement with supporters, partners and stakeholders.
- Assist with media operations across the Club, including supporting the men's, women's and academy teams on matchdays while gaining first-hand experience of sport media relations and professional sporting environments.
- Create written, digital and social content across a range of channels, including the Club website, matchday programme, email communications and social media platforms, while developing an understanding of how content is adapted for different audiences and formats.
- Proactively identify stories from across the Club and work with colleagues to create engaging content that showcases rugby performance, community impact, supporter experiences and commercial activity.
- Support campaigns linked to the Club's wider marketing, commercial and Foundation objectives, working collaboratively with departments including Partnerships, Ticketing, Hospitality & Events and Northampton Saints Foundation.



What we are looking for:

You do not need to begin the placement with extensive professional experience. We are looking for someone with enthusiasm, potential and a genuine desire to learn.

You should:

- Be studying an undergraduate degree in Journalism, Communications, Media, Marketing or a related subject and be seeking a year-long industry placement.
- Have a placement year that is a required part of your UK-based degree course.
- Have excellent written communication skills and strong attention to detail.
- Be interested in storytelling, digital media and sports communications.
- Demonstrate an awareness of social media platforms and how content can be tailored across channels.
- Be able to identify engaging stories and communicate them in a clear, creative and audience-focused way.
- Be organised and able to manage competing priorities and deadlines.
- Be willing to learn quickly, respond constructively to feedback and adapt to new challenges.
- Communicate confidently and work collaboratively with colleagues across the organisation.
- Be comfortable working flexible hours when required, including some evenings, weekends and matchdays.
- Hold a full UK driving licence and be willing to travel when required.

Experience creating social media content, basic photography, videography, video editing or graphic design would be desirable. An interest in sport, particularly rugby, would be beneficial but is not essential.

What you will gain:

This placement provides an opportunity to:

- Apply your academic learning in a professional sporting environment and gain practical experience across communications, media relations and content creation.
- Build confidence creating content for live audiences while developing transferable skills in communication, organisation, collaboration, planning and stakeholder management.
- Strengthen your commercial awareness and understanding of the sports industry while building a portfolio of real-world work that will support future job applications, interviews and career development.

Placement arrangements and eligibility

This is an unpaid educational placement running from September 2027 to June 2028. Reasonable travel expenses will be reimbursed in accordance with the Club's agreed expenses arrangements.

To be eligible, applicants must:

- Be enrolled on a UK-based undergraduate degree course.
- Have an industrial placement or placement year as a required part of their course.
- Obtain confirmation and approval for the placement from their university.
- Remain registered as a student throughout the placement.



- Be available for the full placement period.

Application details

Please complete our online application form here: <https://yq0lvkhcoir.typeform.com/to/fe3bLLUd>

Closing date: 9th November 2026 (the opportunity may close earlier if a high volume of applications is received).