

# Commonwealth Games England

## eqUIP Communications Internship

**Duration:** Sept 2025 – Sept 2026

**Salary:** Competitive

**Location:** Hybrid across CGE Offices (Vauxhall, London) and home working. Please note, occasional national travel will form part of this role.



## The Commonwealth Games

The Commonwealth Games and Youth Games are about more than sport. In Birmingham 2022 there were more medals available to women than men, and The Games set new benchmarks in innovation, inclusivity, and sustainability, leaving lasting legacies for the people and economies in the regions that host them. Unlike the Olympics and Paralympics, the Commonwealth Games sees para-sport and non-disabled sport running simultaneously. The Birmingham Games delivered the largest integrated para-sports programme of any Games to date with 59 medal events across eight para sports and reinforced the values of inclusivity across the “friendly” Games culture.

Glasgow is now confirmed as the host city for the 2026 Commonwealth Games from 23<sup>rd</sup> July – 2<sup>nd</sup> August. Up to 3,000 athletes from 71 global and diverse teams will take part across an integrated 10 sport and para-programme, at world class, prominent venues across the city. Building on its reputation from hosting the games in 2014, Glasgow will once again deliver an inspirational and memorable event, celebrating sport, culture and community.

## Commonwealth Games England (CGE)

CGE leads and manages the participation of Team England at the Commonwealth Games, and works closely with each sport's National Governing Body (NGB), our funding partner Sport England (SE), the Games' Organising Committee, the Commonwealth Games Federation (CGF), and corporate partners. We help deliver excellent performance environments; represent England effectively within the CGF; and raise the profile and reinforce the value, reputation, and future of this great sporting spectacle.

CGE recognises and embraces the diversity of England and celebrates the many benefits it offers us as a nation and organisation. We are committed to encouraging equality, diversity, and inclusion in all our policies, processes, procedures, practices, and people development.

## equip- Empowering Youth

eqUIP is a Commonwealth wide approach to develop youth leaders through internship and employment opportunities, empowering them to make a positive contribution to their communities through sport. The programme has been running since September 2014 in Europe and Africa. In 2020 it was expanded to Asia with the Caribbean and Americas joining in 2021. This flagship programme has supported over 90 placements. In 2022 the programme expanded to Oceania and also includes a new component with the Games Host City. Find out more: [Commonwealth Sport Community Programmes](#)

## Job Purpose

Do you dream of working in Sport? With Team England, you'll be introduced to this fascinating world, setting you up with some incredible experience to build your career from and we've seen previous interns secure roles across professional sports. This is an exciting opportunity to for a digital enthusiast to work in the Marketing and Communications team in growing the Team England communities. It will report directly into the Head of Marketing and Communications. You'll use your

insights into digital trends to work with our communications agency to create engaging content that leads to an increased following, better engagement metrics, and ultimately a larger fan base for Team England.

You'll have a genuine passion and knowledge when it comes to all things sport and social media. Ideally you're a content creator yourself, perhaps with ambitions of your own within a sport, sports journalism or social media management. You'll be tasked with identifying content opportunities across the year, planning activity, assisting in the creation of content or taking the lead yourself, and then measuring its success against our KPIs. You'll work on everything from hero content in collaboration with our agencies, to more ad hoc activity in conjunction with National Governing Bodies and athletes, to live event coverage.

### Games-time role

During the Glasgow 2026 Commonwealth Games, you'll be busy on the ground, collecting content to deliver against a specific plan, whilst also identifying opportune moments to surprise and delight our followers. This might include to-camera presenting, activating live broadcasts across social channels, and working closely with the communications team to maximise all opportunities with athletes. You'll assist in our plans for Celebrating Victory, helping to ensure that athletes have an unforgettable experience when they win a medal, and delivering on content requirements for our channels as well as partners and media.

### Accountabilities

- **Content creation:** be skilled in creating, editing and posting across social media platforms
- **Community Management:** Engage with fans across social channels to build our communities. Be able to adopt our tone of voice, and capable of professionally representing Team England in public forums.
- **Analytics and Reporting:** Be familiar with the reporting functionality across different social media platforms, constantly monitoring our performance and optimising where necessary to increase performance
- **Trend Analysis:** Have a genuine interest in online trends, identifying ways in which we can remain relevant whilst remaining true to our brand
- **Event Coverage:** Be comfortable in front of the camera, presenting around live events and sharing your knowledge and passion for sport with our audiences.
- **Collaboration:** Be a strong communicator, working with our agencies, Sports, event officials, media and athletes to create authentic, appropriate and engaging content. You'll need to build relationships across our network, building trust and rapport to deliver our content goals.
- **Event assistance:** Helping to execute events across the year including Team Announcements, athlete appearances, stakeholder events and media days.

### Role Details

**Location:** Your normal place of work will either be at the Commonwealth Games office in London or at home. There is currently a requirement for staff to be in the office 2 x week. Please note, there will also be some travel required to visit sports pre Games, and to attend the Games themselves in Glasgow.

### Person Specification

Criteria	Essential	Desirable
Experience/Knowledge		
Previous experience in social media (personal or professional)	X	
Interest in international sport / events / competitions	X	

Previous experience of content creation	X	
<b>Skills</b>		
Highly organised with strong administrative and planning skills		X
Able to plan and prioritise tasks	X	X
Excellent attention to detail	X	
Able to analyse data and share insights to influence plans		X
Creative thinker	X	
Willingness to work across other areas if required	X	
<b>Behaviours / Competencies</b>		
A strong and clear communicator	X	
Excellent collaborator	X	
Confident and comfortable working in a team or in an individual environment		X
Has a 'can do' attitude and is solution focussed	X	
Able to operate under pressure	X	

## Equal Opportunities Policy

Commonwealth Games England (CGE) is an equal opportunities organisation and is committed to providing equal opportunities to all employees and potential employees. This includes the recruitment, selection, training, work conditions and career management/ promotion of employees.

Commonwealth Games England opposes all forms of unlawful and unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, sexual orientation, marital status and civil partnership, gender reassignment, religion or belief, and disability and is committed to eliminating discrimination and harassment in the workplace.

CGE is Disability Confident. We welcome applications from all qualified candidates and can provide reasonable adjustments throughout the recruitment process and during employment.

## How to apply

To apply for the role, please send a CV and covering letter to [recruitment@teamengland.org](mailto:recruitment@teamengland.org)

Please also complete the anonymous Diversity monitoring form via this link. [Applicant EDI survey](#)

Closing date: **23<sup>rd</sup> May 2025**

Interviews are likely to take place week commencing **2<sup>nd</sup> June**, preferably in person at the Commonwealth Games England Office in London.

Virtual interviews can be arranged and for questions about accessibility or to request adjustments, please contact Commonwealth Games England via the email address above.