

## **VOLUNTEER PODIUM PHOTOGRAPHER**

### **AT UK ATHLETICS CHAMPIONSHIPS EVENTS - CANDIDATE BRIEF**

This candidate brief outlines the UK Athletics (UKA) Volunteer Podium Photographer role including responsibilities and benefits, UKA's responsibilities as host organisation, expected applicant profile, and appointments procedure.

This is a voluntary role with travel expenses covered and development opportunities provided.

#### **Rationale & Scope of Role**

UKA requires official medal ceremony imagery from the Indoor and Outdoor Championships, for rights-free distribution to all medallists post-event. This can be captured by a Volunteer Podium Photographer, who will be an aspiring or established photographer seeking to gain introductory experience and insight of the working practices at major athletics events.

It is intended that this opportunity will provide a route for aspiring professionals to enter the sport, support the transition of established photographers to athletics, and maintain high standards of working practice through support and mentorship. The role will support the generation of wider media coverage and PR for the sport, not commercial image sales. A different volunteer photographer will be appointed for each event.

**Through this equitable appointment process, UKA also seeks to encourage diverse visual perspectives and authentic representation of all athletes within the sport.**

#### **Responsibilities of the Volunteer Podium Photographer Role-holder**

- A commitment to attending and taking high resolution photography of all medal ceremonies/ athletes, capturing the atmosphere, emotion and sponsor/podium branding, as advised by UKA staff.
- Grant all rights to podium images free-of-charge to UKA, for distribution to medallists for use on their social media channels.
- Supply the images to UKA as event-captioned files in two separate Dropbox links (one for each day) by 12noon on the Monday following the Championships.

#### **Benefits to the Role-holder**

- Media accreditation to the Championships and access to relevant Media facilities and services.
- Photo access to the Field of Play and a tailored Field of Play briefing and tour.
- Photo credits on the imagery supplied to UKA, with athletes encouraged to credit/tag the photographer directly in their social media feeds.
- Photo credits on UKA's social channels using the photography.
- Opportunity to capture own action photography, outside of the primary function of covering medal ceremony obligations.
- Opportunity for a mentoring chat with an experienced athletics photographer.
- Opportunity to apply for accreditation to other UKA events using the enhanced experience gained, including the London Athletics Meet and other Wanda Diamond League meets internationally.
- Opportunity for a reference from UKA to assist with future commissions/approaches.\*
- Opportunity for endorsement from UKA via LinkedIn.\*
- Expenses: travel expenses will be covered(40p/mile) and accommodation provided where necessary, based on role-holder's travel distance from venue.

\*subject to successful completion of the role.

#### **Expected Applicants:**

We welcome applications from candidates irrespective of their race, sex, religion or belief, sexual orientation, disability, age and other protected characteristics to reflect the diversity of our sport, and particularly those from underrepresented communities in sports photography.

We anticipate interest to be received from candidates who are:

- Established photographers in other sports/sectors, wishing to enter/gain experience in athletics.
- New or emerging photographers, aspiring to work in sport, e.g. recent graduates or career-changers.

#### **Equality, Diversity & Inclusion:**

- As the nation's favourite Olympic and Paralympic Sport. UK Athletics embraces equality, diversity and inclusion both on and off the field of play where everyone can participate, we encourage applications from suitably qualified and eligible candidates irrespective of their gender, ethnicity, religion, belief or sexual orientation.
- We are committed to make reasonable adjustments to ensure accessibility throughout the application and event process. UK Athletics is a Disability Confident Leader and will guarantee an interview to any candidate with disability who meets the minimum job criteria. We welcome the opportunity to assist individuals who feel able to share any reasons they may need support.
- Our aim is that UK Athletics continues to demonstrate a culture of inclusion to reflect the diversity of the sport.

#### **Application process:**

Applications will be reviewed in line with UKA's Equality, Diversity and Inclusion principles to ensure fairness and consistency. Applicants will be required to provide evidence of photography/portfolios and social media feed links for quality assurance and suitability, in addition to a Letter of Intent stating why they wish to apply for the role and what they can offer to it. This will enable UKA to assess broader interests and alignment with UKA's values. Applications received will be reviewed by an appointments panel and will be assessed on the following:

- Does the Letter of Intent meet the basic role responsibilities?
- Is the photography/portfolio supplied of sufficient quality for UKA use, and does it align with the applicant's social media feeds and any reviews?
- How does the applicant's interests and prior photography align to UKA's values?

The role will be advertised on the UKA website, and shared via UKA social media channels 6-8 weeks before each Championships. The successful applicant(s) will be advised 3 weeks before each Championships.

#### **Evaluation:**

The success of the appointment process will be evaluated after each event based on:

- The number and quality of applications received.
- The quality of the images captured; clarity, emotion; sponsor branding etc.
- The engagement and sharing of images by athletes on their social media feeds.
- Engagement with British Athletics channels which feature the images.
- The photographer's conduct at the events, and working relationship with the Photo and Ceremonies teams.
- Feedback from the 'mentor' photographer following the mentor session.
- Solicited feedback from applicants
- How the photographer uses the experience to becoming established in athletics

#### **Monitoring:**

Processes and procedures will be reviewed and modified as necessary following each event.