



## JOB DESCRIPTION

<b>Position Title:</b>	Marketing & Communications Executive
<b>Location:</b>	Gloucestershire County Cricket Club, Seat Unique Stadium, Bristol, BS7 9EJ
<b>Term:</b>	Permanent, Full-time
<b>Date:</b>	February 2024

### Job Summary:

The Club is seeking a dynamic Marketing and Communications Executive to assist in our efforts to deliver campaigns and grow audiences for Gloucestershire Cricket and the Seat Unique Stadium. You will play a role in executing innovative marketing strategies, delivering content across all of Gloucestershire digital channels and increase the prominence of Gloucestershire Cricket and the Seat Unique Stadium in the Bristol and Gloucestershire media, business and local communities.

Working closely with external agencies and our commercial team, you will assist with the production of content for Gloucestershire Cricket, the Seat Unique Stadium and Bristol Pavilion, driving website traffic, brand engagement and conversions in line with departmental targets. You will also be crucial in supporting the production and distribution of the matchday live stream and match updates.

### Key responsibilities:

- Digital Media, Marketing and Strategy:
  - You will assist in driving comprehensive marketing strategies that maximise visibility and drive engagement.
  - Collaborate with internal departments to align marketing initiatives across all areas of the business.
  - Create timely, relevant and engaging communication across all digital channels.
  - Ensure positive engagement with fans and manage the digital community.
  - Film and edit video content of behind the scenes, on-field and promotional footage to engage fans and encourage ticket sales, retail sales etc.
  - Design and edit artwork for the purpose of promotion across all areas of the business.
  - Working with the Marketing Team, help to provide written or digital content on subjects such as player news and features and other off-field Club activities.
  - Proactively research and drive new thinking in audience engagement via digital and mobile platforms, including the presentation of website and mobile content.

- **Segmentation:**
  - Help to develop audience segmentation to tailor marketing efforts and messages for all areas of the business.
  - Personalise content to resonate with specific segments and create meaningful connections.
- **Matchday and Events Duties:**
  - Helping to deliver matchday coverage across owned channels, giving fans the best access on and off the field.
  - Distribute content across all fan screens, including Gloscricket.co.uk, in-ground screens, and in-bowl screens.
- **Communication:**
  - Part of the team who deliver internal and external communications to ensure that all major news stories and leadership decisions are effectively communicated.

### **Personal Specification:**

- The successful candidate will be a self-driven individual with a passion for marketing. The ability to balance multiple projects of wide variety is essential to this role as the club and venue continues to grow its marketing operations.
- Knowledge and interest in cricket would be an advantage, but is not essential, rather the ability to demonstrate a clear understanding of how the Club and venue can grow both commercially whilst positively impacting its communities.
- Working as part of the club's Commercial Department, the successful applicant will be a self-starter with bags of confidence and someone who places the team above all else. Training and development opportunities will be provided at a Club thriving on and off the field.
- You will bring a wealth of experience and knowledge of CRM systems and wider computer literacy.
- You'll be an excellent communicator and have a thorough understanding of the digital media landscape and how the Club is best placed to ensure maximum amplification of its activities.
- You will be passionate about promoting the Club's on and off-field activities across its community and commercial initiatives and can bring creative thinking and ideas to the fore.
- An ability to create content that appeals to a varied audience is important, as is having the interpersonal skills to deal with a variety of stakeholders.
- Ability to edit on Adobe Photoshop, Premiere Pro, and YouTube Creator Studio.
- Major Match Day operations are essential to this role, which will therefore require weekend and evening working across the Men's, Women's and Academy/Pathway games, depending on the fixture calendar.

**This Job Description should not be regarded as exclusive or exhaustive. It is intended as an outline of areas of major activity and will be amended in the light of changing circumstances at GCCC.**

As an equal opportunities employer, Gloucestershire County Cricket Club is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy, and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

**Salary:** £25k  
**Start date :** April 2025

If you would like to apply please email [recruitment@glosccc.co.uk](mailto:recruitment@glosccc.co.uk)

**CLOSING DATE FOR APPLICATIONS: 9AM, MONDAY 17<sup>TH</sup> MARCH 2025**