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## Marketing and Communications Executive

Northamptonshire County Cricket Club have an exciting opportunity for a Marketing and Communications Executive to join the Club's growing Commercial Team.

This new position will assist across all areas of the business, incorporating the professional and recreational games and The County Ground as a venue.

The successful candidate will play a key role in assisting the team with the planning and execution of all digital activity throughout the year.

A strong understanding of and interest in cricket is essential for this role.

### Key Responsibilities

Work with the wider Commercial Team to plan and execute the Club's overall marcomms strategy.

Manage and grow the social presence of all social media channels including the professional Club, Steelbacks in the Community and The County Ground.

Write engaging long-form content including press releases, feature articles and match reports.

Maintaining the club's support database and assisting with the creation of email marketing campaigns.

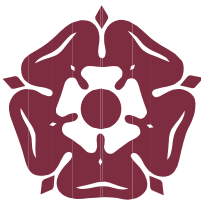
Gather multimedia content to support communications activity, including photo, video and audio.

Monitor and analyse the impact of the Club's digital products against key metrics and report to the wider team and senior management.

Work with the Commercial Manager to execute on sponsor activations and deliver on partnership agreements.

Keep up-to-date with current and emerging social media techniques, trends and platforms.





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Monitor follower activity across channels, responding to relevant comments from supporters and moderating where necessary.

Assist with ensuring the Club's website is kept updated, including creating and proof-reading of editorial content and information.

Work closely with the Club's digital agency to manage activity and deliver against KPIs.

To carry out any other tasks as required within the Commercial Team.

## **Personal Specification**

A strong understanding of and interest in cricket.

Experience in a previous marketing or communications position, or a relevant degree qualification.

Strong copywriting skills across long-form content or social media, prior experience in writing is an advantage but not necessary.

Experience with content gathering in both photo and video.

Competence with the Adobe Creative Suite is advantageous.

Experience with CRM and email marketing systems.

A creative approach to delivering results and problem solving.

This role will include weekend and evening work as required throughout the cricket season, and may include travel and overnight stays.

## **The Role**

Job Type: Full time, permanent, 40 hours per week.

Salary: £18,000 – 19,000

28 days holiday including bank holidays plus a TOIL program through the cricket season.

Closing Date: 18<sup>th</sup> of October, 2021

Applications can be sent to [hr@nccc.co.uk](mailto:hr@nccc.co.uk).

