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**Job Title:** Marketing and Communications Manager

**Accountable to:** COO

**Contract:** Full-time permanent

**Hours:** 40 hours per week to include some weekend working relating to the Cricket Season.

Northamptonshire County Cricket Club have an exciting opportunity for a Marketing and Communications Manager to join the Club's Commercial Team. This new position will lead on developing and delivering an effective marketing/communications strategy across all areas of the business, incorporating the professional and recreational games as well as The County Ground as an events venue. The successful candidate will play a key role in implementing on a number of marketing campaigns throughout the calendar year, focusing on delivering clear ROI across all areas.

### **Safeguarding Statement**

Northamptonshire County Cricket Club is committed to safeguarding and protecting the children and young people we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services.

### **Duties will include:**

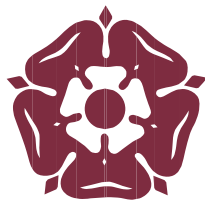
#### **Marketing**

- Manage the production of all marketing materials for both cricket and events via internal graphic design as well as external agencies i.e. advertising, brochures, digital and social assets
- Responsible for the creation and oversight of website content and oversee all website management with web agency
- Deliver effective and timely email campaigns to targeted audiences via mailchimp
- Oversee all social media activity and work with Media & Marketing executive for delivery of business tone of voice and communication strategies
- Collaborate with the ECB to deliver joined up marketing activity where appropriate and Two Circles on post-match survey content
- Ensure consistency across all marketing communications and branding
- Responsible for creation and implementation of marketing strategies and campaigns to help drive engagement and enquiries across The County Ground events venue business
- To work with the Head of Commercial to manage and best use Marketing budget

#### **Communications**

- First point of contact for all press, ECB and PCA enquiries
- Manage media interview and image requests, and liaise with players as required
- Production of press pack and delivery of press/media day
- Creation and distribution of all press releases





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- Proactive press and media management to push stories into wide press
  - Creation of editorial as required for press, website and communications on behalf of the Board, Senior Management and Players

### **Match Day**

- Liaison with Sky/ECB match manager where necessary
- Manage and delivery the Clubs' Live Stream, including the management and booking of commentators and production staff
- Manage and deliver matchday activations – match sponsors, mascots and in-ground entertainment
- Creation of match day scripts for the public announcer and match day host
- Management of post-match news stories, post-match press requests and liaison with Cricket Writers Bureau
- Overall management of big screen production and match day host to ensure smooth T20 match day experience
- Creation and delivery of match day themes and experienced built around improving customer experience and providing differential experiences for different fixtures, aimed at targeting specific groups

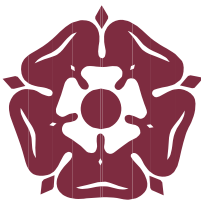
### **Ticketing**

- Management of Season Ticket distribution and fulfilment
- Backend admin for set up and management of fixtures/concerts
- Manage ticket requirements for pro squad & internal staff
- To assist and problem solve queries on membership and ticketing as well as general customer service
- To assist and complete ticketing reports, both internally and externally
- Management of the ticket office and sales process
- Ensure that all calls, emails and voicemails are answered to a high standard of customer service
- Oversee retail space and maintain a clean and welcoming environment
- Management of info@ club email inboxes

### **Community**

- Work closely with Steelbacks in the Community and the Steelbacks Foundation to deliver a calendar of school's activity utilising players to inspire and engage the audience
- Liaise with NTFC and Saints on community projects and develop tie-ups to build on their activity to secure positive coverage
- Organise and publicise NCCC's Community and Family days, working closely with the events team and any external parties





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### Additional Roles

- Work with partnerships team to ensure all digital and matchday inventory is delivered as agreed
- Manage and maintain relationships across a number of departments within the business in order to achieve required outputs and business goals
- Support COO and wider commercial team as required

### You will be:

- Hard working and committed to achieve goals across several areas
- Experienced at working with several platforms and products but not limited to: WordPress, Adobe Suite, Mailchimp and all social media platforms
- Passionate about sport and delivering excellent customer experience, a good knowledge of cricket is desired but not essential
- Experienced in delivering successful marketing campaigns with a proven track record of delivering against business goals

### What we can offer:

- Competitive Salary
- An employee benefits platform offering discounts on a wide selection of shops, gym memberships, holidays etc.
- Access to an employee savings scheme, offering competitive rates.
- Cycle to Work Scheme
- Employee Assistance Programme, offering counselling and assistance for a wide number of issues.
- Complimentary/Discounted tickets to cricket fixtures and events at the County Ground
- Employee Pension
- 28 days holiday, including bank holidays.

**To apply for this role, please forward your cv with a covering letter (no more than one side of A4) outlining why you are suitable to [HR@NCCC.Co.uk](mailto:HR@NCCC.Co.uk).**

*NCCC is committed to being an equal opportunity employer. All qualified applicants will receive consideration without regard to race, colour, sexual orientation, gender identity, disability, national origin, religion, sex, and or other legally protected status*

