

Nottinghamshire County Cricket Club is looking to recruit a Marketing and Communications Officer to join the team at Trent Bridge.

The successful candidate will play a leading role in ensuring that the Club’s marketing output leads the way among professional cricket clubs and is befitting of a world-class sporting institution.

The primary function of the role is to generate high quality marketing materials, both digital and physical, for the cricket and non-cricket functions of the Club.

The Club will rely on your brand understanding, exceptional taste and linguistic flair, together with a determination to ensure that the quality of copy, imagery and production value is maximised across all output.

The successful candidate will also be required to contribute to editorial coverage of the county cricket season, and to play a leading role in match activation at home T20 Vitality Blast fixtures.

You will write creative briefs, generate persuasive marketing content and organise events, all with the aim of exceeding revenue, attendance and participation targets.

You should have an eye for detail, organisational skills and the requisite force of personality to form excellent working relationships with individuals at all levels.

You will be required to work some evenings and weekends.

You will find full details in the Role Profile and Person Specification below.

If you would like to join us at Trent Bridge please send

your CV and covering letter, including details of your current salary to:

**The Business Support Manager**

**Nottinghamshire County Cricket Club**

**Trent Bridge**

**Nottingham NG2 6AG**

**or email the Business Support Manager at**

[**Recruitment@nottsccc.co.uk**](mailto:Recruitment@nottsccc.co.uk)

Closing date for receipt of applications will be 9am on Tuesday 8th January

Applicants must be eligible to work in the UK

No agencies please

ROLE PROFILE

**MARKETING AND COMMUNICATIONS OFFICER**

**Department: Commercial**

**RESPONSIBLE TO:** Head of Marketing & Communications

**RELEVANT GENERAL OBJECTIVE**

* To generate multimedia marketing materials that lead the way among professional cricket clubs and are befitting of a world-class sporting institution
* Protect, enhance and develop our brands and brand values

# SPECIFIC ROLE PROFILE

* Create and deliver materials and coordinate events that assist in achieving marketing objectives
* Contribute to a marketing, communications and media strategy across ticketing, events and participation
* Coordinate match-day activation, both concourse and in-bowl, that maximises the event experience at Notts Outlaws matches
* Activate products, for example membership packs, to ensure a premium experience
* Draft inspiring creative briefs and liaise with agencies

**BRAND**

* Assist in driving complete adherence across all output

**CONTENT**

* Craft content with calls to action
* Become an expert in the Club’s brand tone of voice
* Contribute to editorial coverage of the county cricket season

**DATA**

* Drive up the standard of the club’s direct mail and email marketing campaigns by crafting content in brand tone of voice and tailored to segmented target audiences
* Comply with data protection regulations

**CAMPAIGNS**

* Contribute to impactful ticketing campaigns that uphold the Club’s reputation for impact and innovation
* Contribute towards achieving our ambitions of increasing attendances at Vitality Blast fixtures to the point of regular in-advance sell-outs, selling out all international fixtures, maintaining our upward trend in membership and season ticket sales and maximising participation in the recreational game

**CONFERENCING, BANQUETING AND PUBLIC DINING**

* Contribute to marketing the business-to-business, service, catering and restaurant arms of the business, helping produce materials in keeping with our brand and values.

**SPECTATOR EXPERIENCE**

* Coordinate activation to ensure that the marketing promise is upheld in matchday delivery
* Support the Head of Commercial Operations in pursuit of a number one position in domestic and international spectator experience venue rankings
* Contribute to match presentation at non-televised domestic fixtures

**NOTTINGHAMSHIRE COUNTY CRICKET CLUB**

**PERSON SPECIFICATION**

**JOB TITLE: MARKETING AND COMMUNICATIONS OFFICER**

**Department: Marketing and Communications**

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|  | **Essential** | **Desirable** |
| **Experience** | Marketing in an elite environment | Marketing in a sporting, events or restaurant environment  Editorial content generation  Executing PR stunts and activities |
| **Knowledge** | Expertise in marketing  Creative flair  Knowledge of photography / filming /  video editing / graphic design and presentation skills  Knowledge of professional sport | Knowledge of cricket  Knowledge of sport at grassroots level  Knowledge of internal and external communication strategies  Up-to-date knowledge of emerging trends in social media and digital marketing. |
| **Skills** | The ability to write creative, marketing and editorial copy of high quality  The ability to adopt a brand tone of voice  The ability to craft content with a commercial call to action  Ability to communicate with a diverse audience (players, members, staff and the public)  Good project management and organisational skills  Ability to work on own initiative and collaboratively with colleagues and external partners | Video production  Photography  Photoshop editing  Editorial writing  Presentation skills  Email marketing  Data segmentation |
| **Qualifications** |  | Relevant industry-recognised qualification, professional award or academic attainment |
| **Qualities & Attitude** | Pro-active, flexible, trustworthy, approachable, discreet and well-presented with clear diction.  Eye for detail  Ability to multi task  Quirky sense of humour in line with the Club’s brand |  |
| **Other** | Willingness to work evenings and weekends  Willingness to travel to away fixtures as and when required |  |