

**TRENT BRIDGE**  
EST. 1838

## **CANDIDATE BRIEF**

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## **MARKETING MANAGER**

**NOVEMBER 2023**







AN INTERNATIONAL SPORTING VENUE,  
A PROFESSIONAL COUNTY CRICKET CLUB  
AND A THRIVING COMMUNITY HUB

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We are Trent Bridge, a cricket ground of global repute first established in 1838.

We're proud of our illustrious history but mindful too that our future prosperity is reliant on continual investment in our facilities, our professional team and our lauded community programmes.

Trent Bridge, the home of Nottinghamshire County Cricket Club, is looking to recruit a Marketing Manager to work as part of the Commercial team, with the responsibility for developing, implementing and overseeing the marketing activities that will enhance the reputation of Trent Bridge as a world-class venue.

**SALARY: £25,000 - £30,000 (Dependant on experience)**

Thank you for your interest in this role.

## **ROLE PROFILE**

### **MARKETING AND COMMUNICATIONS DEPARTMENT**

#### **MARKETING MANAGER**

**RESPONSIBLE TO:** Head of Communications

**RESPONSIBLE FOR:** N/A

**TERMS:** Full-time and permanent

#### **RELEVANT GENERAL OBJECTIVES**

- Demonstrate prowess in digital and traditional marketing to take our products and services to a targeted audience
- Deliver data-led marketing campaigns
- Manage the continual development of the club's marketing function
- Protect and enhance the Trent Bridge brand and its values
- Enhance the reputation of Trent Bridge as a world-class venue
- Work with all departments to enhance customer experience

#### **CAMPAIGNING**

- Create and deliver tactical, creative execution across owned and paid media
- Deliver multi-channel campaigns that uphold the Club's reputation for impact and innovation
- Co-ordinate campaigns that drive sell-out attendances for international fixtures at Trent Bridge, and that increase attendances at Vitality Blast fixtures to the point of regular in-advance sell-outs, maximising revenues
- Devise and deliver longer-term campaign strategies to maintain upward trend in membership and season ticket sales
- Pro-actively drive campaigns to maximise retail sales
- Deliver marketing briefs for the business-to-business sales, events, and charity arms of the business
- Generate innovative engaging concepts and ideas to drive sales, awareness and profile of both cricket and non-cricket functions and events
- Work with the recreational cricket department and charitable trust teams to provide marketing support
- Provide marcomms support to The Blaze

#### **ECOMMS, DATA AND DIRECT MARKETING**

- Create engaging, content-rich email campaigns to influence customer behaviour, maximise sales and drive engagement
- Ensure marketing campaigns are targeted and segmented to optimise engagement, and cross-promote products and services
- Exhibit a data-first approach to planning, execution and evaluation of email, SMS, above-the-line and below-the-line marketing campaigns
- Produce clear, concise marketing plans utilising the full marketing mix, and review success against clear measurable outcomes
- Drive growth through acquisition, retention, cleanliness and segmentation of databases
- Comply with the requirements of general data protection regulations (GDPR)
- Ensure all campaigns are delivered to the highest standards of brand alignment
- Lead on all email marketing
- Work towards unification of all data pots across the venue to improve consistency and knowledge, and to uphold the brand
- Work with the Ticket Office Manager to ensure seamless on-sale phases across all events

#### **OWNED MEDIA**

- Ensure that the club's website is industry-leading in appearance, functionality, accessibility and content quality
- Brief, generate, quality control and publish content for the club's website and social media channels
- Contribute to the social media content calendar to drive organic content

## **LEADERSHIP**

- Lead the overall marketing strategy and contribute to the communications strategy
- Cultivate relationships of mutual benefit with agencies including Two Circles (data & marketing), 3-Bit (website), ECB and other clubs and local partners
- Generate reports to keep the Senior Leadership Team and Committee informed
- Deputise for the Head of Communications
- Identify trends and best practice across marketing and digital engagement
- Build and maintain professional relationships with internal and external stakeholders including cricketers, coaching staff and other high-profile representatives of the club to ensure their support with content generation

## **BRAND**

- Uphold the Club's brand guidelines
- Drive complete adherence across all output
- Support the creation of assets for marketing and comms usage

## **BUDGETING**

- Ensure all campaigns are delivered on time and within the agreed spend
- Work with the Head of Communications to advance plan budget

## **MATCHDAYS**

- Matchday production roles, which could include digital event coverage, editorial match coverage, camera work, media support, live streaming, trouble-shooting, and other appropriate duties

## **EQUITY, DIVERSITY AND INCLUSION**

Nottinghamshire County Cricket Club is committed to being an Equal Opportunities Employer.

The Club recognises the benefits of a diverse workforce and is committed to providing a working environment that is free from discrimination.

The Club will seek to promote the principles of equality and diversity in all its dealings with employees, workers, job applicants, clients, customers, suppliers, contractors, recruitment agencies and the public.

All employees and those who act on the Club's behalf are required to adhere to this policy when undertaking their duties or when representing the Club in any other guise.

## **SAFEGUARDING**

Nottinghamshire County Cricket Club is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services and are committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and the ECB requirements to ensure that all children participating in Cricket have a safe, positive and fun experience, whatever their level of involvement.

**MARKETING MANAGER****PERSON SPECIFICATION****Department: Marketing & Communications**

	<i><b>Essential</b></i>	<i><b>Desirable</b></i>
<i><b>Qualifications</b></i>	Relevant undergraduate degree	Recognised marketing qualification
<i><b>Knowledge</b></i>	<p>Knowledge of customer relationship management, email marketing and content generation techniques.</p> <p>Knowledge of emerging trends and technologies in marketing</p>	<p>Knowledge of customer contact strategy and database growth techniques.</p> <p>Knowledge of cricket</p>
<i><b>Experience</b></i>	<p>Experience in an applicable marketing role</p> <p>Experience in delivering successful, creative, content-led multi-channel marketing campaigns</p>	<p>Experience in a sporting environment</p> <p>Experience in managing databases of 100,000+ customer records and identifying key metrics to effect an upturn in revenues</p> <p>Experience of delivering high quality comms</p>
<i><b>Skills</b></i>	<p>Ability to communicate with staff at all levels</p> <p>Excellent project management, organisational skills and an ability to juggle multiple projects at any one time</p> <p>Ability to work independently on proposals to be presented to the wider department</p> <p>Copy writing, editorial direction, digital marketing</p> <p>Ability to analyse data and action campaigns quickly and efficiently</p>	High quality written output across a variety of subjects

<b>IT Skills</b>	Solid IT skills	Working knowledge of industry-standard CRM, data warehouse and design packages  Intermediate level use of Adobe Photoshop and other Adobe suite programmes
<b>Qualities &amp; Attitude</b>	Friendly and approachable  Willingness to work weekend matchdays and evenings if required  Team player with a positive can-do attitude	Ambition to work in the commercial department of a professional sports club

## **HOW TO APPLY**

If you would like to join us at Trent Bridge please send your CV and covering letter, including details of your current salary and expectations to:

**The HR Department  
Nottinghamshire County Cricket Club  
Trent Bridge  
Nottingham NG2 6AG**

**or email the HR Department at  
[Recruitment@trentbridge.co.uk](mailto:Recruitment@trentbridge.co.uk)**

Closing date for receipt of applications will be  
**Friday 8<sup>th</sup> December 2023**

Interview Date: **w/c 11<sup>th</sup> December 2023**

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible

Candidates must be eligible to work in the UK and must provide relevant documentation

We are committed to safeguarding and promoting the welfare of children, young people and adults and expect the same commitment from all staff and volunteers

We are an equal opportunity employer. we celebrate diversity and are committed to building an inclusive environment for all employees. when submitting your details, please let us know if you require any support or reasonable adjustments during the interview process

No agencies please



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Nottinghamshire County Cricket Club  
Trent Bridge, Nottingham, Ng2 6AG  
(0115) 9823000  
[recruitment@nottsccc.co.uk](mailto:recruitment@nottsccc.co.uk)

