

TRENT BRIDGE
EST. 1838

CANDIDATE BRIEF

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MARKETING EXECUTIVE

NOVEMBER 2025





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.

We're looking for a **Marketing Executive** to deliver data-led, multi-channel campaigns that grow attendances, boost engagement, and enhance the Trent Bridge brand.

You'll play a key role in driving digital marketing, CRM activity, and creative content to showcase our world-class venue and events.

Thank you for your interest in this role.

ROLE PROFILE

Position:	Marketing Executive
Location:	Trent Bridge Nottingham, NG2 6AG
Hours:	35 hours per week
Contract Type:	Permanent, full-time
Salary:	£25,000 per annum
Department:	Marketing and Communications

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
- Contribute to 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

- Deliver multi-channel campaigns that uphold the club's reputation for impact and innovation, across owned media, paid media and CRM
- Co-ordinate campaigns that drive sell-out attendances for international fixtures at Trent Bridge, and that increase attendances at men's and women's Vitality Blast fixtures, maximising revenues
- Contribute to longer-term campaign strategies to drive upward momentum in membership and season ticket sales
- Pro-actively drive campaigns to maximise retail sales
- Deliver marketing briefs for the business-to-business sales, events, recreational cricket 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
- Contribute to campaigning for Trent Rockets' home fixtures in The Hundred

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
- Analyse campaign performance to optimise the delivery of email, SMS, above-the-line and below-the-line marketing campaigns, benchmarking against competitors

- Drive growth through acquisition, retention, cleanliness and segmentation of databases
- Comply with the requirements of general data protection regulations (GDPR)

Owned Media

- Brief, generate and publish content for the club's website and social media channels
- Assist with quality control across the club's owned media portfolio
- Contribute to the social media content calendar to drive organic content

Paid media/ SEO

- Maximise the performance of paid media across channels, analysing data, considering trends and seeking new ways to promote the club, its teams and events
- Ensure the club's website functions effectively from a Search Engine Optimisation perspective

Brand

- Uphold the club's brand guidelines and drive complete adherence across all output
- Deliver campaigns to raise awareness of the business's cricket and non-cricket brands
- Support the creation of assets for marketing and comms usage

Matchdays and events

- Matchday production roles, which could include digital event coverage, editorial match coverage, media support, trouble-shooting and other appropriate duties
- Support the delivery of non-matchday events

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 all children, young people and adults involved in cricket and associated community programmes.
- In creating and maintaining a safe and positive environment and through compliance and adherence to a range of policies and procedures which promote safeguarding and safer working practice across our services, we accept our responsibility to safeguard all engaged with cricket and community programmes.
- All individuals within the organisation, staff, players, members, volunteers, coaches and support staff have a role and responsibility to help ensure the safety and welfare of all adults and children.

PERSON SPECIFICATION

Department: Marketing & Communications

	<i>Essential</i>	<i>Desirable</i>
<i>Qualifications</i>	Relevant undergraduate degree	Recognised marketing qualification
<i>Knowledge</i>	Knowledge of customer relationship management, email marketing and content generation techniques. Knowledge of emerging trends and technologies in marketing	Knowledge of customer contact strategy and database growth techniques. Knowledge of cricket
<i>Experience</i>	Experience in an applicable marketing role Experience in delivering multi-channel marketing campaigns	Experience in a sporting environment Experience in managing databases of 100,000+ customer records and identifying key metrics to deliver an upturn in revenues Experience of delivering high quality comms
<i>Skills</i>	Ability to communicate with staff at all levels Excellent organisational skills and an ability to juggle multiple projects at any one time Ability to work independently to deliver briefs and projects Copy writing, editorial direction, digital marketing Ability to analyse data and action campaigns quickly and efficiently	High quality written output
<i>IT Skills</i>	Solid IT skills	Working knowledge of CRM and data warehouse principles Intermediate level use of Adobe Photoshop and other Adobe suite programmes

Qualities & Attitude	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
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HOW TO APPLY

For a full job description, including the person specification please visit
<https://www.trentbridge.co.uk/jobs/index.html>

If you would like to join us at Trent Bridge, please apply through our recruitment link at
<https://nottinghamshirecountycricketclub.livevacancies.co.uk/#/job/details/25>

If you have any questions, please email the HR Department at: recruitment@trentbridge.co.uk

Closing date for receipt of applications will be: **17:00 Sunday 23rd November 2025**

First round interview date will be: **1st – 2nd December 2025**

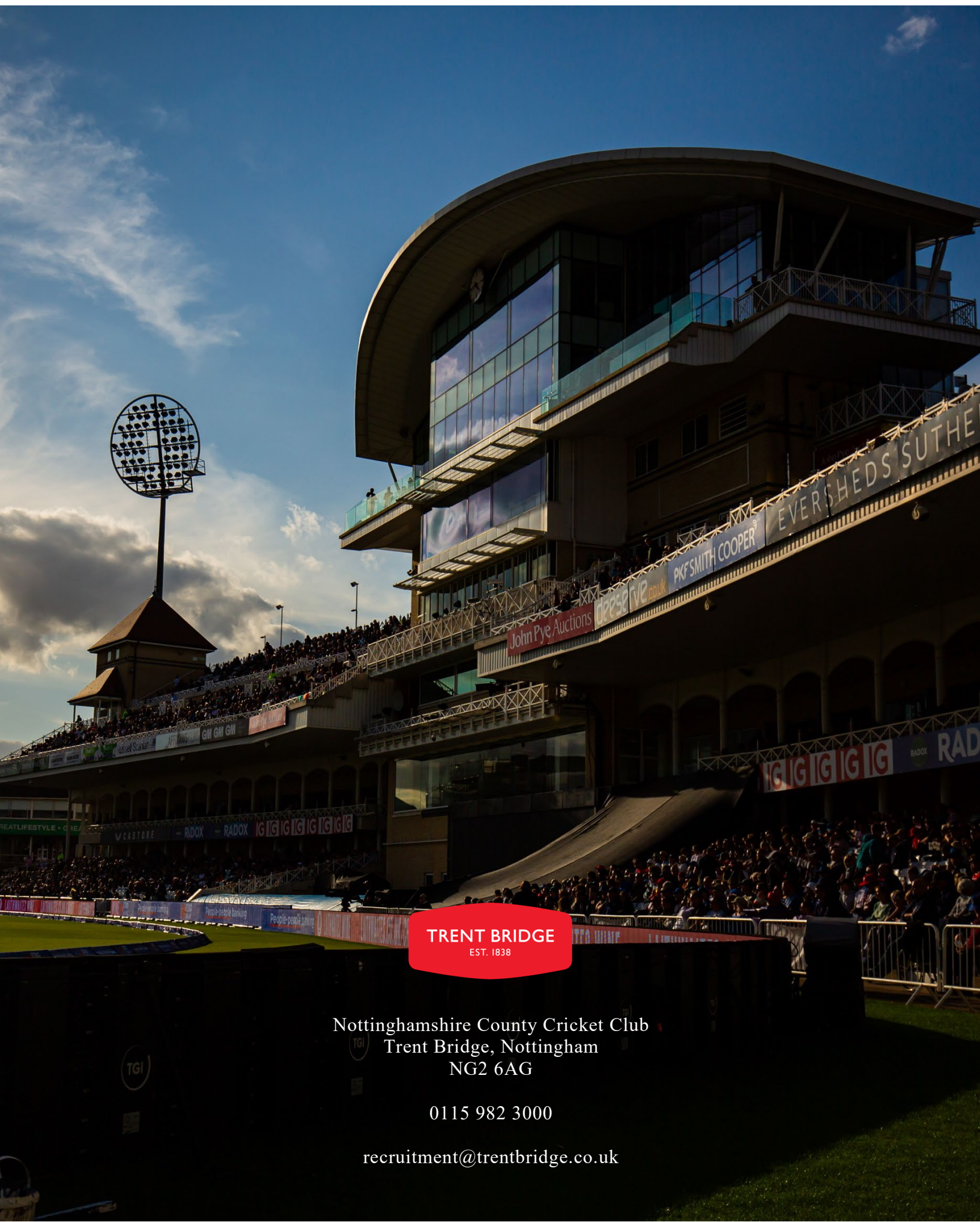
Second round interview date will be: **11th - 12th December 2025**

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

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

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