



CANDIDATE BRIEF

.....

HEAD OF MARKETING AND BRAND

DECEMBER 2025





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Trent Rockets are ready to ignite The Hundred – a bold, high-energy cricket tournament redefining the game for a new generation. Based at Trent Bridge, our mission is to deliver extraordinary events, deepen our connection with local communities, and build a modern, globally-resonant sports brand.

Trent Rockets are operated by a newly-formed TeamCo jointly owned by Nottinghamshire County Cricket Club, Cain, and Ares Management Credit Funds. Our new ownership model seeks to combine the expertise of an established county club and globally renowned private equity partners to win trophies, deliver the tournament's best fan experience and build a brand for the world stage.

We are now looking for a dynamic, strategic and creatively driven individual to lead the evolution of the Trent Rockets brand and drive transformational growth across ticketing, fan engagement and digital performance.

With responsibility for shaping and delivering the Trent Rockets marketing, brand and fan strategy you will own the roadmap for building a powerful, distinctive brand presence and driving year-round engagement and revenue growth.

You will lead our marketing vision and oversee a hybrid internal–agency delivery model, inspiring a high-performance culture rooted in creativity, innovation, and fan-first thinking.

ROLE PROFILE

Position:	Head of Marketing and Brand
Location:	Trent Bridge Cricket Ground, Nottingham
Hours:	Full-time – some weekend and matchday working required
Contract Type:	Permanent
Salary:	£Competitive
Department:	Marketing and Communications

RESPONSIBILITIES

Digital, Social & Content Leadership

- Oversee Trent Rockets' digital ecosystem, building engaging, platform-relevant content aligned to brand and commercial objectives
- Work closely with colleagues, creators and agencies to tell compelling stories about our players, fans and community
- Grow digital reach, engagement and conversions across all key platforms.
- Optimise website performance and digital fan journeys

Fan Engagement

- Embed a fan-first culture across the organisation, that builds lasting connections and ensures fans feel valued and informed
- Drive year-round engagement with commercial partners, schools, community groups, grassroots cricket and local organisations

Marketing Strategy & Brand Growth

- Lead all media buying and manage agency performance to deliver measurable ROI across multichannel campaigns to grow brand awareness, drive ticket sales, and strengthen Trent Rockets' national and regional presence
- Own and further develop the Trent Rockets brand guidelines, ensuring high-quality, consistent execution across every touchpoint
- Develop a data-led CRM, segmentation and acquisition strategy, using insights to shape messaging, content and conversion

Leadership & Key Stakeholder Management

- Inspire colleagues, agencies and hybrid teams to deliver high-quality work with ambition and efficiency
- Establish and report on clear KPIs to the Trent Rockets Chief Executive and senior leadership team
- Build strong relationships with internal stakeholders, local business leaders, civic organisations and the ECB

- Serve as a confident spokesperson and ambassador for the Trent Rockets
- Champion diversity, inclusion and sustainability across all fan and brand initiatives

WHAT SUCCESS LOOKS LIKE

Within your first 12–18 months, you will have:

- Supported the delivery of sell-out matchdays with strong year-on-year attendance and revenue growth
- Elevated Trent Rockets' brand profile across the region and nationally
- Supported the evolution of best-in-class fan experiences at Trent Bridge
- Built long-lasting strategic commercial partnerships and deeper community connections
- Grown digital channels, CRM database and meaningful engagement across all platforms
- Led a high-performing, creative, insight-driven marketing operation

WHY JOIN TRENT ROCKETS?

- Shape the future of one of the UK's most exciting modern sports brands
- Work in a creative, supportive and forward-thinking environment
- Enjoy professional development opportunities, and a positive, inclusive culture
- Be part of a team committed to innovation, entertainment and community impact

PERSON SPECIFICATION

Knowledge

- Strong understanding of brand development, commercial growth strategies and marketing principles within sport, live entertainment, events, or similarly fast-paced consumer environments.
- Awareness of innovative fan engagement trends and audience experience design.

Experience

- Proven experience leading brand and commercial marketing programmes that drive measurable growth.

Skills

- Strategic thinker with strong creative judgement and the ability to translate insight into impactful fan experiences.
- Natural leader with the ability to inspire and manage multiple agencies.
- Excellent communication, stakeholder management and influencing skills.

Qualities

- Commercially minded, proactive and growth-oriented.
- Collaborative and energetic team player who thrives in dynamic environments.
- Passionate about making a genuine impact within the local community.

HOW TO APPLY

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

If you would like to join us at Trent Rockets, please apply through our recruitment link at <https://nottinghamshirecountycricketclub.livevacancies.co.uk/#/job/details/27>

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 Wednesday 7th January 2025**

Interviews will take place from **week commencing Monday 12th January 2025**

Should a further interview stage be necessary, notification will be provided at a later time.

No agencies please



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