



CANDIDATE BRIEF

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CONTENT CREATOR / SOCIAL MEDIA SPECIALIST

MAY 2026





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 **Content Creator / Social Media Specialist** to help grow our audiences across social media, web and digital platforms.

The role will have a particular focus on video content production, from short-form social-first clips to matchday edits, behind-the-scenes features, interviews, player-led content and campaign assets. The successful candidate will understand how content performs across platforms and will use knowledge of social media algorithms, trends and audience behaviour to maximise reach, engagement and distribution.

This is an exciting opportunity for someone who can combine creative storytelling with a data-led approach, helping bring Nottinghamshire CCC, Trent Bridge, The Blaze, non-matchday events, community programmes and major matchdays to life for new and existing audiences.

ROLE PROFILE

CONTENT CREATOR / SOCIAL MEDIA SPECIALIST

DEPARTMENT: MARKETING AND COMMUNICATIONS

RESPONSIBLE TO: Head of Communications

SALARY: £25,500 – £27,000 per annum

Key Responsibilities

Video Content Production

- Plan, shoot and edit high-quality video content for Nottinghamshire CCC's social, digital and marketing channels.
- Produce platform-specific content for TikTok, Instagram, YouTube, Instagram, X, Facebook and LinkedIn.
- Capture matchday, training, behind-the-scenes, player, fan, community and event content.
- Create fast-turnaround edits during live matchdays and events.
- Film interviews, features, promotional content and sponsor-related assets.
- Develop creative ideas for recurring video formats and content series.
- Maintain high standards of visual identity, tone of voice and brand consistency.

Social Media and Content Distribution

- Use a strong understanding of social media algorithms to optimise content for reach, engagement, watch time and shareability.
- Tailor content for each platform, recognising differences in audience behaviour, format, timing and tone.
- Monitor trends, platform changes and emerging formats relevant to sport and cricket audiences.
- Support the scheduling and publishing of content across club channels.
- Use analytics to assess content performance and make recommendations for improvement.
- Help identify opportunities to grow younger, more diverse and more digitally engaged audiences.

Matchday and Event Content

- Support content delivery across all event days at Trent Bridge.
- Capture live atmosphere, fan moments, player arrivals, warm-ups, wickets, celebrations and behind-the-scenes content.
- Work at pace to deliver reactive content during key moments.
- Collaborate with media, commercial, ticketing, retail and community teams to support wider club objectives.
- Be available to work evenings, weekends and bank holidays in line with the cricket calendar.

Creative Development

- Contribute ideas for campaigns, launches, player announcements, ticket promotions and community storytelling.
- Stay informed about best practice in sports content, cricket media, creator culture and digital storytelling.
- Support photography, graphic and written content where required.
- Help maintain an organised content archive, including video files, project files and digital assets.
- Ensure content reflects the values, inclusivity and reputation of Nottinghamshire CCC and Trent Bridge

Person Specification

Essential Skills and Experience

- Proven experience creating video content for social media, either professionally, freelance, in sport, media, entertainment or as a creator.
- Strong filming and editing skills, with the ability to produce polished short-form video content.
- Confident using editing software

- Strong understanding of social platforms.
- Knowledge of how social media algorithms influence content reach, including watch time, retention, engagement, hooks, trends and posting formats.
- Ability to shoot content using cameras, smartphones, microphones and basic lighting equipment.
- Excellent sense of storytelling and visual composition.
- Ability to work quickly and accurately in a live sport or event environment.
- Strong copywriting skills for captions, headlines and social posts.
- Good understanding of analytics and the ability to use data to improve content performance.
- Highly organised, with the ability to manage multiple projects and deadlines.
- Willingness to work evenings, weekends and matchdays as required.

Desirable Skills and Experience

- Experience working in sport, cricket, live events or a fast-paced media environment.
- Knowledge of county cricket, The Hundred, women's cricket and the wider cricket landscape.
- Experience using Adobe Creative Cloud, especially Premiere Pro, After Effects, Photoshop or Lightroom.
- Basic graphic design or motion graphics skills.
- Experience producing content for sponsors, partners or commercial campaigns.
- Photography skills.
- Understanding of YouTube optimisation, thumbnails, titles, descriptions and audience retention.
- Experience using social media management and analytics tools.

Personal Attributes

- Creative, curious and full of ideas.
- Calm under pressure, especially on matchdays and during live events.
- Digitally native, with a strong instinct for what will perform on social platforms.
- Passionate about sport, storytelling and audience growth.
- Proactive and willing to experiment with new formats.
- Professional, reliable and able to represent the club appropriately around players, staff, supporters and partners.
- Inclusive in approach, with an ability to create content that appeals to a broad range of audiences.

Key Performance Indicators

- Growth in reach, engagement and video views across key social platforms.
- Improvement in video watch time, completion rates and audience retention.
- Delivery of regular, high-quality video content across club channels.
- Successful support of matchday, campaign and commercial content requirements.
- Development of new content formats that attract and retain audiences.
- Positive feedback from internal teams, players, supporters and partners.

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.

HOW TO APPLY

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

Please apply via our recruitment link at <https://nottinghamshirecountycricketclub.livevacancies.co.uk/#/job/details/51>

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

Alternatively you can send your CV and covering letter, including details of your current salary to:

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

or email the HR Department at: recruitment@trentbridge.co.uk

Closing date for receipt of applications will be: **5pm Friday 22 May**

Interview dates: **3/ 4 June**

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



Nottinghamshire County Cricket Club
Trent Bridge, Nottingham, NG2 6AG
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