



CANDIDATE BRIEF

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DIGITAL CONTENT CREATORS

MAY 2026





Trent Rockets are ready to ignite The Hundred – a bold, high-energy cricket competition redefining the game for a new generation.

Based at Trent Bridge, our mission is to deliver extraordinary summer events, deepen our connection with local communities, and build a modern, nationally resonant sports brand.

We are looking for two highly professional, motivated and creative **Digital Content Creators** to embed with the Rockets and capture the excitement and emotion from within the team environment. Your work will support the evolution of the Trent Rockets brand and drive transformational growth across our digital channels.

ROLE PROFILE

Position:	Digital Content Creators
Location:	Trent Bridge Cricket Ground, Nottingham
Hours:	Fulltime 35 hours per week - fixed term 12 weeks from June to August 2026
Salary:	up to £6000 for 12 weeks
Contract Type:	Fulltime fixed term
Department:	Marketing and Communications

Key Responsibilities

Video Content Production

- Plan, shoot and edit high-quality video content for Trent Rockets social, digital and marketing channels.
- Produce platform-specific content for TikTok, Instagram, YouTube, Instagram, 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 throughout the tournament
- 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 Trent Rockets.

Person Specification

Essential Skills and Experience

- You will have a proven record of creating highly engaging digital content and be able to evidence this, demonstrating a knowledge and flair for short-form digital content and the skills required to create it.
- 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.
- Strong understanding of social platforms and 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 timing, 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.
- With support from the Trent Rockets team, you will need to have the ability to gain the trust and confidence of the players, coaches and staff around you. You will be sensitive, discreet, and a team player within an elite sporting environment.
- 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, entertainment or a fast-paced media environment.
- 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

- Calm under pressure and an ability to be flexible and adapt to changing deadlines.
- Able to form strong relationships quickly and be sensitive to the professional sports environment.
- 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 team 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.

HOW TO APPLY

If you would like to join us at Trent Rockets, please apply through our recruitment link at <https://nottinghamshirecountycricketclub.livevacancies.co.uk/#/job/details/53>

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

Closing date for receipt of applications will be **Sunday 31st May 2026**

Interviews will take place from week commencing **Monday 1 st June 2026**

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

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

No agencies please



Trent Rockets
Trent Bridge, Nottingham
NG2 6AG

0115 982 3000

recruitment@trentbridge.co.uk