



### **Marketing and Communications Officer – Job description**

<b>Job Title:</b>	Marketing and Communications Officer
<b>Contract:</b>	Permanent, full time position
<b>Hours of work:</b>	37 hours per week
<b>Remuneration:</b>	£20,000 - £23,000 (based on experience) + expenses and benefits

Gloucestershire Cricket Board and Wiltshire Cricket Limited are looking to recruit a jointly employed full time Marketing and Communications Officer to showcase and celebrate all of the wonderful work that takes place in the recreational game across the two counties.

With both Gloucestershire and Wiltshire having recently undertaken robust consultation processes to support strategies for 2020-2024, it was identified that the work in both counties would benefit greatly from dedicated marketing and communications support to raise the profile of, and to promote the work that will be done during that strategic period. With many of the work programmes being similar if not the same across the two counties we are excited to be able to offer a full time position for somebody with a passion for increasing participation and involvement within cricket, through outstanding marketing and communications.

#### **1. Job purpose and focus**

As part of the development teams in both counties, the Marketing and Communications Officer will lead on producing a Marketing and Communications strategy for both counties that will help us to reach more people and achieve the aims within the two counties' strategies. Within this overarching strategy, we would expect a focus on the following areas:

- **Digital Platforms** – Both counties have current websites and social media channels which are used on an ad-hoc basis by multiple officers. This role will take on the management of these platforms, including upskilling other members of the development teams on their usage of those platforms.
- **Online Newsletters** – This role will produce regular e-newsletters for both counties, consisting of news stories, and information on relevant opportunities and programmes for stakeholders.
- **High quality marketing materials** – This role will produce professional and high quality marketing materials to support the promotion and celebration of the work in both counties; including as examples; digital assets and the production of hard copy materials.
- **External Media outlets** – This role will explore opportunities to get coverage of new stories and work programmes in local newspapers, radio and other media outlets.
- **Partners and Sponsors** – Both counties currently have numerous partners and supporters. This role will support the relationship with these organisations and individuals in order to enhance the partnerships, grow awareness of the partnerships and ultimately create long lasting relationships.

To support all of the above areas the post holder will be expected to attend events and build up a library of high quality imagery and video.

The post holder will be expected to regularly monitor and evaluate the impact and appropriateness of the different marketing and communication tools that they use, in order to ensure both counties are getting the maximum reach and exposure.

The successful post holder will:

- Be committed to your own personal professional development and play an active role in the professional development of your colleagues
- Take part in the development programmes of the two counties' key partners as directed
- Always represent both counties in a positive and professional manner
- Always ensure the health, safety and welfare of yourself, participants and others
- Perform all duties in an equitable manner
- Conform to, actively commit to and promote both counties' values both with internal and external 'customers' when using any communication

## **2. Supervision and work planning**

The Marketing and Communications Officer will be employed to work on behalf of both Gloucestershire Cricket Board (GCB) and Wiltshire Cricket Limited (WCL) and will have a line manager in both counties. One county will act as the host for employment and HR purposes.

The two line managers and the post holder will meet regularly in order to plan work programmes and division of time across the two counties. There will be an expectation that the post holder is present on a regular basis in both counties whilst at the same time being able to work remotely.

In Gloucestershire, the officer will be based from the GCB offices at the County Ground, Bristol, but will be expected to travel around the county to fulfil the role's requirements. Likewise in Wiltshire, the officer will be based from the WCL offices in Chippenham but will be expected to travel throughout the county.

The position will be a full time role. The employees' normal working days will be Monday-Friday and the employee will not normally be required to work before 9am or after 5:30pm. However due to the nature of the work involved in the position, the employee may be required to work evenings, weekends or public holiday, and will be required to carry out their duties at such times and on such days that are the most effective to perform the responsibilities of the position.

## **3. Experience and Qualifications**

- Knowledge and experience of creating content, ideally across video, photography and written formats both digitally and in more traditional formats - it is not essential that this is from a sporting background
- The desire and ability to be creative, challenge the norm and present and position the vast array of content available in the most engaging manner possible for the relevant audiences
- Education to degree level or equivalent is not essential, but experience of creating content is
- An understanding and knowledge of video and photography creation, as well as editing and production
- A love and knowledge of cricket is desirable
- Awareness of current cricket products, programmes and services is desirable
- Commitment to ensuring that all aspects of cricket are captured and promoted, which may mean occasionally working weekends or attending evening activities
- Excellent communication and interpersonal skills with the ability to gather and extract content from a wide range of audiences
- Proactive approach, willing and able to work using own initiative
- Strong organisational and time management skills, and an ability to manage multiple projects and deadlines
- A passion for innovation and ideas coupled with a strong eye for detail
- Knowledge and experience of web and social media analytics tools
- Possess the necessary influence and credibility to deal effectively with different stakeholders
- DBS check required
- Full driving licence and ability to drive

## **4. General**

This job description only contains the principle accountabilities/main duties relating to this post and does not describe in detail all of the duties required to carry them out. Other duties may be required to be undertaken from time to time as directed by the two counties.

To apply please submit a CV and covering letter, taking note of the Job Description and email it to Pete Sykes at [pete.sykes@wiltshirecricket.co.uk](mailto:pete.sykes@wiltshirecricket.co.uk)

**Closing date for applications:** Friday 3<sup>rd</sup> January 2020

**Interview day:** Thursday 16<sup>th</sup> or Friday 17<sup>th</sup> January 2020

If you wish to discuss the role before applying please contact either:

Steve Silk at [steve.silk@glosccc.co.uk](mailto:steve.silk@glosccc.co.uk), 07554 452228 or

Pete Sykes at [pete.sykes@wiltshirecricket.co.uk](mailto:pete.sykes@wiltshirecricket.co.uk), 07920 581413