



Communications & Digital Marketing Executive

About Leicestershire County Cricket Club

Leicestershire County Cricket Club (LCCC) is one of eighteen first-class county clubs within the domestic cricket structure of England and Wales. It represents the historic county of Leicestershire as well as being representative of the county of Rutland. The Club's limited overs team is called the Leicestershire Foxes. One of the Club's aims is to make its county ground the "premium Leicestershire outdoor venue" for concerts and first-class events, with the delivery of an ambitious events programme once the pandemic is behind us. It also wants to improve the way it manages staff, create a diversity action plan, and host regular members' forums. LCCC has a strong membership heritage and we are ambitious in our plans to increase our supporter base significantly over the next five years.

Reports to:

Head of Marketing and Consumer Sales

Term:

Permanent

Salary:

Competitive depending upon experience

The Role:

To own and oversee the Leicestershire County Cricket Club digital products, strategy, planning and all associated output and activity.

To own and oversee the Leicestershire County Cricket Club communications and PR strategy, planning and all associated output and activity.

To own and oversee copywriting, cricket match coverage and reporting.

Key Responsibilities:

- Own and oversee the development, management and optimisation of all leicestershireccc.co.uk and related content
- Own and oversee the development, management and optimisation of the Leicestershire County Cricket Club and Uptonsteel County Ground social media channels
- Identify and exploit emerging digital channels, products and opportunities
- Own and oversee content strategy, creation and output across both digital and traditional channels
- Create engaging digital content for the club YouTube channel
- Manage copywriting, cricket match coverage and reporting for all Leicestershire matchdays
- Manage cricket matchday media operations and non-matchday press and media events
- Develop, implement and report of the Leicestershire County Cricket Club communications and PR strategy
- Manage and optimise Leicestershire County Cricket Club's press relations and media database while acting as a liaison for and regularly meeting, hosting and networking with local and national press
- Manage and optimise the Leicestershire County Cricket Club image and video content archive
- Work closely and collaboratively with the Leicestershire County Cricket Club retained agencies – i.e Web, Insight, Data & CRM – to further reach and optimise output
- Manage player appearance requests and maintain close relationship with the Cricket Department to ensure requests are fulfilled

Skills & Competencies:

- An understanding of developing and delivering digital strategy and output
- An understanding of developing and delivering communications strategy and output
- Product knowledge with an excellent understanding of cricket for the purpose of cricket reporting and coverage
- A passion for innovative thinking and problem-solving
- Excellent administrative and copywriting skills
- Superb attention to detail
- High levels of organisation and efficiency
- Exceptional written and verbal communication skills
- Key team player with the ability to work as a member of a dynamic team but with the confidence to work alone if required
- Excellent time management and the ability to work to tight deadlines
- A flexible approach to working hours
- High levels of reliability, integrity and trust

Place of work:

Uptonsteel County Ground, Grace Road, Leicester, LE2 8EB - Mon-Fri 9am-5pm, plus matchdays including travel to certain away fixtures.

Due to the nature of the business as one of only 18 first-class cricket clubs weekend and evening work will be required as part of this role.

Equal Opportunities in Employment Policy Statement

Leicestershire County Cricket Club will ensure that all existing and potential employees receive equal consideration, and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, responsibility for dependents, religion, trade union activity and age. It is the intention of Leicestershire County Cricket Club that its work force, at all levels, should reflect the composition of the city's population.

To achieve this Leicestershire County Cricket Club will take active and positive steps to eliminate discrimination and to promote equality in employment.

Next Steps

Please send a covering letter and Curriculum Vitae to Jacqui Dean, Administration and Governance Manager – jacquidean@leicestershireccc.co.uk

Closing date: 5.00pm on Friday 4th March 2022

**Leicestershire County Cricket may bring forward the closing date depending on the level of applicants.*