



## Job Description

### Head of Marketing and Consumer Sales

#### 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.

The county ground is also the “premium Leicestershire outdoor venue” for concerts and first-class events, that delivers an ambitious events programme. The Club 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. This is a great but challenging time to join the Running Foxes.

<b>Job Role:</b>	Head of Marketing and Consumer Sales
<b>Reports to:</b>	CEO
<b>Job Profile:</b>	Develop, implement and manage the marketing and consumer sales division of the Commercial Department in line with the Club’s overall vision and strategy
<b>Weekly hours:</b>	A total of 35+ hours per week, with flexibility over specific days worked and an emphasis on matchdays during the cricket season
<b>Location:</b>	Uptonsteel County Ground, Grace Road, Leicester, LE2 8AD with occasional travel
<b>Remuneration:</b>	Dependent on experience 25 days annual leave per annum plus bank holidays and additional day for birthday

#### Main Duties:

Developing, implementing and working with/managing the Commercial team to deliver:

1. E-commerce strategy including Data Management, CRM, Profiling
2. Social Media strategy including all match reporting and delivery of streaming
3. Marketing and Communications strategy including press, branding, social media
4. Membership and Ticketing strategies

5. Retail strategy
6. Fan engagement and matchday strategy
7. Ground events and concert strategy
8. Indoor School strategy
9. Provide support and work alongside the Conference and Banqueting division
10. Provide support and work alongside Corporate division
11. Provide reports on a regular basis
12. Manage Commercial Team that reports to this role
13. Manage budgets for this unit of the Commercial Department
14. Exceed targets and KPIs set

## Person Specification

### Qualifications:

The postholder will ideally have:

- Ideally degree level qualification with marketing emphasis

### Training and Experience:

#### Essential:

- Experience working in a sporting environment
- Knowledge and experience of E-Systems for CRM and Ticketing
- Ability to motivate and the get the best out of the staff
- Good knowledge of social media platforms and how to use them
- Proof of successful campaigns
- Knowledge of profiling and target marketing
- A team leader

#### Desirable:

- Good copywriter who can liaise with the press
- Knowledge of the local area
- A design eye
- Knowledge of 'Cricket PLC'

### Personal Attributes, Aptitudes and Abilities:

- Ability to demonstrate resilience and resourcefulness
- Determination to succeed in a challenging environment and motivated by success
- A self-starter and target hitter
- An innovative thinker who can create a solution to a challenge
- Positive Mental Attitude, especially when things don't go according to plan
- Someone who keeps abreast of the changing marketing environment.
- A person who wants to join a team that aims to win
- A person who can successfully manage a team

### To apply:

In the first instance first write with CV, covering letter and salary expectations to Jacqui Dean, Administration and Governance Manager, by 5.00pm on Friday 3<sup>rd</sup> September 2021. Applications will be accepted by email or post.

Jacqui Dean  
Administration and Governance Manager  
Uptonsteel County Ground  
Grace Road  
Leicester  
LE2 8EB  
[jacquidean@leicestershireccc.co.uk](mailto:jacquidean@leicestershireccc.co.uk)

### 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.