



## Job Description

### Communications and Content Apprentice

<b>Job Role:</b>	Communications and Content Apprentice
<b>Reports to:</b>	Marketing Manager
<b>Job Profile:</b>	To support the marketing and communications team to produce regular communications and content to promote and increase the reach of Leicestershire County Cricket Club on a local, national and international level.
<b>Weekly hours:</b>	A total of 35 hours per week, due to the nature of the role, flexibility is needed to work outside of normal hours, including weekends.
<b>Location:</b>	Uptonsteel County Ground, Grace Road, Leicester, LE2 8AD

#### Main Duties:

Supported by the Marketing Manager:

- Produce regular and engaging content in the form of news articles and press releases which are distributed on the club's website and put out to press.
- Produce engaging copy across all areas of the club website to ensure content is up-to-date and exciting.
- Work across the departments of the club to find interesting and engaging pieces of information, which are then transformed into engaging stories.
- Differentiate stories and copies based upon the target audience.
- Develop and maintain good working relationships with the club's media partners and wider members of the press and journalists.
- Support the marketing and communications executive to deliver and post engaging social media posts, when required.
- Work with the digital marketing apprentice to support with the production of graphics and imagery for marketing campaigns.
- Support the marketing manager to produce content for wider marketing activities to promote membership, tickets, retail, hospitality.

#### General Duties:

- To support with general office duties as and when needed.

### **Person Specification:**

- Interest/knowledge of cricket is desired but not essential
- Good IT skills – Word, Excel, Powerpoint, Outlook
- Creative Writing is essential
- Highly motivated with a willingness to learn and develop
- Good communication skills
- Organised and efficient
- Team player with the ability to work with varied stakeholders

### **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.

### **To apply**

Please submit a Curriculum Vitae along with a covering letter to Jacqui Dean, Administration and Governance Manager at [jacquidean@leicestershireccc.co.uk](mailto:jacquidean@leicestershireccc.co.uk) by 5.00pm on Tuesday 24<sup>th</sup> August 2021.