



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Marketing and Communications Executive
<b>LOCATION:</b>	Glamorgan County Cricket Club ("GCC"), Sophia Gardens, Cardiff
<b>REPORTS TO:</b>	Marketing and Communications Manager

### **Job summary**

The Marketing and Communications Executive will:

- Provide support to the Marketing and Communications Manager (MCM) in the delivery of marketing, communications and media relations for both cricket and non-cricket activities
- Facilitate the provision of social and other media content and management in accordance with the marcoms strategy
- Play a key role in the provision of match day streaming and support any commercial partners with associated rights
- Support in the development of the Club's digital strategy and implementation
- Support the MCM in the delivery of marketing and promotional activity and events

### **Nature and scope of the role**

- Support the MCM in developing a brand identity for Glamorgan cricket that will support all sales efforts and be reflected in all marketing collateral
- Support the MCM in the implementation of a marketing plan to support the delivery of the cricket sales plan
- Support the MCM in the implementation of a marketing plan to support the conference and banqueting sales plan
- Support the MCM in the implementation of a strategy for the growth and improvement of GCC's databases and social media platforms
- Support the MCM in building strong media and broadcaster relations and to support media and broadcaster activities on site for all events
- Support development of engaging internal communications
- Lead on delivery of the annual GCC media day
- Work closely with the Ticketing and Sales Teams for the efficient and effective implementation of ticketing communications for the international and domestic match programme at GCC

- Support communications with Members
- Draft high-quality communications to promote important activities for the club (eg community activity, sustainability etc) ensuring appropriate content, tone, accuracy and consistency throughout
- Delivery of social and other marketing obligations for sponsors and partners
- Work with our streaming provider on the delivery of matchday streaming alongside the MCM

### **Key Working Relationships**

- Head of Commercial
- Marketing and Communications Manager
- Sales Managers and Sales Team
- CEO
- Finance Department
- Director of Cricket
- Senior Management Team
- Glamorgan CCC Board
- Glamorgan CCC staff
- Two Circles
- Welsh Government
- Sponsors and commercial partners
- Glamorgan CCC Members
- Media and broadcast partners
- Cricket bodies including ECB

### **Personal attributes**

#### Essential

- Good writing skills, if possible press release writing experience
- Attention to detail
- Energy, dynamism and focus
- Resilience
- At least 2 years' marketing and communications experience
- Cricket knowledge and interest
- Excellent personal organisation and time management skills - The ability to prioritise and work to tight deadlines completing competing tasks
- Be able to work at weekends and in the evenings at cricket fixtures and other events

This job description is only a summary of the role as it currently exists and is not exhaustive or comprehensive. The responsibilities and accountabilities might differ from those outlined and other duties, as assigned, might be part of the job.

Glamorgan County Cricket Club is committed to safeguarding children and adults. All posts will be subject to vetting, including where appropriate the disclosure of criminal records, DBS checks and obtaining satisfactory references. Safeguarding training is mandatory for all of our staff, with adherence to our safeguarding policies, procedures and safe working practices required at all times.