

DURHAM CRICKET

Digital and Content Executive

Description

Cricket is the nation's favourite summer sport. Following England's success in the Cricket World Cup, an exciting Ashes series and with domestic cricket seeing record numbers through the gates, Durham Cricket are offering a fantastic opportunity to be part of one of the North East's most successful sports clubs.

We are looking for a Digital and Content Executive to take the lead in developing successful, digital marketing strategies and content to be used across all of our online channels.

You should have in-depth marketing experience and a passion for digital technologies. Our ideal candidate is an experienced professional with demonstrable creative skills. With the ability to produce video and podcast content. You will work closely with different teams to ensure consistency through all digital marketing channels. You should also provide forward-thinking ideas to build and maintain the organisation's engagement levels and brand presence online.

Key responsibilities:

- Manage all digital marketing channels including website and social media channels to ensure brand consistency.
- Develop specific campaigns to create and maintain high levels of customer interaction.
- Develop content strategies aligned with short-term and long-term marketing and audience engagement targets.
- Manage match coverage during the cricket season.
- Manage and improve online content, considering SEO and Google Analytics.
- Work closely with the marketing and communications team to develop and deliver engaging content.
- Record, edit and distribute video documentaries, interviews and other engaging content.
- Deliver the digital aspects of marketing campaigns for both the club, venue and events.
- Monitor competition and provide ideas to stand out.
- Stay up-to-date with digital technology developments.
- Collaborate with marketing and design teams to plan and develop online content, style and layout.
- Liaise with content writers to ensure brand consistency.
- Optimize content according to SEO.
- Use content management systems to analyse website traffic and user's engagement metrics.
- Manage content distribution to online channels and social media platforms to increase web traffic.

- Ensure compliance with law (e.g. copyright and data protection).
- Stay up-to-date with developments and generate new ideas to draw audience's attention.

Requirements

- Proven work experience as a digital and content marketer and editor
- Adobe skills including Adobe Premier and Photoshop
- Interest in sports organisations digital presence
- Experience in designing and implementing successful digital marketing campaigns
- Strong understanding of how all current digital marketing channels function
- Solid knowledge of online marketing tools and best practices
- Hands on experience with SEO, Google Analytics and CRM software
- Familiarity with web design
- Excellent analytical and project management skills
- Basic technical knowledge of HTML and web publishing
- Excellent writing skills in English
- Attention to detail
- Represent the organisations value and behaviours (see separate document)

Desirable

- Managing digital channels and producing online content for a sports organisation
- Venue or events digital marketing experience
- Qualifications in digital marketing, journalism, content production or a similar area
- A passion for cricket and/or sports
- Experience producing documentaries
- Experience producing podcasts

Benefits

- Competitive salary
- Pension
- 23 days annual leave

Posting Date: 11 September 2019

Closing Date: 4 October 2019

How to apply: Please send a covering letter and CV to recruitment@durhamcricket.co.uk