

DURHAM CRICKET

Marketing and Communications Manager

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 Marketing and Communications Manager to work with the Marketing Director and manage a small but highly productive and successful team of marketing and communications professionals. Working with and supporting marketing, communications, venue delivery, events, sponsorship, hospitality, box office and retail operations they will be a dynamic personality with exceptional attention to detail, that thrives in a fast-paced sports and events environment.

Key responsibilities:

- Oversee marketing campaign planning and execution, including liaising with affiliates and marketing partners in order to deliver core campaign requirements for Durham Cricket across cricket ticketing, major events and venue promotions.
- Work closely with the Marketing Director and team to ensure marketing plans are executed on time and in line with agreed strategy and budget.
- Work with the PR Executive to deliver strategic PR campaigns, cover current Cricket matters and manage any PR issues.
- Work with the Digital and Content Executive to produce content which supports marketing campaigns, deliver digital marketing campaigns, and produce general interest content to drive engagement with the club.
- Develop key marketing campaigns and announcement messaging with the Marketing Director, seeking strategic advice from agencies and finalising core marketing messaging for publishing across multiple marketing channels.
- Create marketing reports which analyse campaign performance, and provide recommendations for next steps, performance improvement and revenue growth.
- Work with external vendors including: design agency, ad agency, publications, government bodies and the sport's governing body.
- Work closely with departments across the business including the Director of Cricket, venue team and Cricket Board to draft press releases, and source information required for press distribution to secure target media coverage.
- Assist with management of the marketing budget and oversee the processing of marketing invoices.
- Collaborate with other internal teams such as customer service, venue operations and partnerships team to ensure marketing tasks are completed on time.
- Understand the market for each element of the business through market analysis, customer profiling, press coverage monitoring and competitor awareness. Assist

with in-house data analysis, insight reporting, and market research, press contacts, awards, etc.

- Work on-site at our events including cricket matches, concerts and hospitality events to ensure all marketing activities are executed as planned, and marketing contract requirements are delivered for all partners.

Requirements

- Extensive experience in a marketing role
- Experience of developing and executing marketing and communications plans
- Budget management experience
- Staff management experience
- Excellent communication skills both internally and externally
- Hard-working, with a constant desire to learn and grow
- Attention to detail
- Analytical aptitude - ability to track, change and improve results
- Willingness to work evenings and weekends
- Experience with digital marketing tools, project management and content management systems
- Experience in managing paid advertising campaigns
- Represent the organisations value and behaviours (see separate document)

Desirable

- Sports marketing experience
- Venue marketing experience
- Qualifications in marketing, communications or a similar area
- A passion for cricket and or sports

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