

DURHAM CRICKET

PR and Communications 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 an enthusiastic Public Relations (PR) and Communications Executive to manage our public profile for our first-class professional sports team and our major conference and events venue.

Key responsibilities:

- Copywriting for press releases, partnership proposals, venue brochures and marketing collateral across all elements of the business
- Manage first team public relations with the press.
- Build a strong and trusting relationship with the Cricket management team and players.
- Support press coverage across all sporting elements of the club from grass roots to first-team coms.
- Build relationships with local and national press as well as supporting organisations such as the ECB and local council.
- Devise creative public relations strategies to support the club's marketing initiatives for both cricket, venue and events campaigns.
- Develop effective PR plans using appropriate strategies and tactics.
- Organise and coordinate PR activities.
- Support match coverage.
- Use a variety of channels (TV, press, internet etc.) to maximise club and venue exposure.
- Arrange interviews or public speaking events and construct press releases.
- Advise organisation on handling sensitive public issues to preserve reputation.
- Assess opportunities for sponsorships and other partnerships and manage relations.
- Analyse results of PR campaigns or efforts and prepare reports.

Requirements

- Proven experience as public relations executive or similar role
- Proven experience in coordinating and managing effective PR campaigns through various channels

- Excellent writing skills – ability to absorb information and produce concise, accurate and influencing content
- Ability to adapt writing style for different audiences and publishing mediums (written press, online, brochureware, proposals)
- Solid knowledge of social media (blogs, Facebook, Twitter, etc.)
- Excellent communication and presentation skills
- Ability to build strong relationships with key people and organisation
- A creative mind, partnered with the ability to find the best practical solutions
- 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
- Represent the organisations value and behaviours (see separate document)

Desirable

- Experience of managing press for a sports organisation
- Venue or events PR experience
- Qualifications in PR, journalism, communications or a similar area
- A passion for cricket and/or sports
- Experience with digital marketing tools, project management, and content management systems

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