



# **DURHAM CRICKET**

**EMPLOYMENT PACK**

**MARKETING AND COMMERCIAL MANAGER**



## **INTRODUCTION AND OVERVIEW OF DURHAM CRICKET**

Durham County Cricket Club (DCCC) was established as an amateur Minor County in May 1882 and went on to become cricket's most successful Minor County and the first to beat a First-Class County when defeating Yorkshire in 1973. Durham was awarded first class professional status in December 1991 – the only new First-Class County in over 70 years – and played in the professional structure from 1992.

Since 2007 DCCC has had significant success winning the County Championship three times and being runners up once, and also won the Fifty Over Competition twice in Lord's finals and appeared twice in T20 Finals Day.

Since becoming a first-class county, DCCC has established English cricket's most successful academy, regularly producing international stars for England, including Steve Harmison, Paul Collingwood, Mark Wood and Ben Stokes.

Durham CCC created the first new English Test Match stadium in over 100 years securing a long-term stadium naming rights sponsorship with Emirates Airways that ended in 2021. The venue has a 14,000 permanent seating capacity and the Club has staged international cricket every year since 1999, including the successful Ashes Test held in 2013 and three games in the ICC Cricket World Cup in 2019. The Club has been awarded a further package of international matches to 2024.

A successful rebrand in 2018 created a new Durham Cricket identity. Durham Cricket is now the umbrella organisation encompassing all elements of cricket provision in the county covering the professional and recreational game and all activities impacting on the wider community of the county and beyond. Four separate organisations sit under the Durham Cricket umbrella and these are briefly described below.

**Durham Cricket Community Interest Company (CIC)** – Durham Cricket CIC operates the professional cricket side of the business.

**Durham Cricket Board** - the Durham Cricket Board is the recreational body in Durham responsible for all non-first class cricket related activities in the County. Primarily responsible for driving the growth in participation and ensuring the cricket clubs in the county are organised in a way to provide safe, welcoming environments to allow people to enjoy a lifelong involvement in cricket.

**Durham Cricket Events** – Durham Cricket Events runs the meetings and events, hospitality and catering operations at the Riverside.

**Durham Cricket Foundation** – the Foundation is the charitable arm of Durham Cricket and delivers initiatives aimed at providing opportunities and improving the lives of the local community.

## **VISION, PURPOSE AND VALUES OF DURHAM CRICKET**

### **BUSINESS DIRECTION, VISION AND VALUES**

Durham Cricket has an essential role as the strategic delivery arm of the ECB in north east England. Durham Cricket also has the opportunity to mark out a very distinctive position in the world of cricket through the development and communication of an inspiring common purpose and strong individual identity (the Durham Cricket brand).

Our vision aligns the organisation from Changing Room to Boardroom, bringing together cricketing and commercial goals and resonates with our community (customers).

An effective Durham Cricket brand demands focus, ambition and a consistent approach to everything we do. There is an expectation that all our people will follow the vision, live and breathe the values and adhere to a set of consistent behaviours. These are all set out below.

### **VISION**

The vision of Durham Cricket has two key elements. Firstly, there is an internal vision which is designed to guide how the staff go about delivering on the organisation's values and objectives. Secondly there is an external vision which shows how Durham Cricket are going to deliver on its cricketing objectives and assist the ECB in meeting their strategies.

#### **Internal Vision:**

Durham Cricket will be recognised for having a winning culture both on and off the field achieved by highly engaged people who enjoy working together with pride and passion.

#### **External Vision:**

- 2     £2 million invested into recreational and community programmes
- 0     No debt
- 2     Winning two trophies
- 4     Producing four new England players

### **PURPOSE**

UNLEASHING POTENTIAL THROUGH CRICKET IN THE NORTH

### **VALUES**

#### **PROUDLY NORTHERN**

We stand for something. We are family. Genuine, welcoming with a resilient spirit and a sense of fun.

### **PASSIONATE ABOUT DURHAM**

We care about our club, our business and our brand. The passion and emotion unites us and drives us forward to create opportunities for the north on a national and global stage.

### **PURSUING EXCELLENCE**

We strive to be the best we can be. Continuously improving and pushing ourselves to set higher standards.

### **UNIQUELY CRICKET**

Cricket is at our heart and heritage. It makes us unique and its principles guide everything we do.

### **BEHAVIOURS**

The following are a series of behaviours that we expect all of our people to adhere to:

- We are ambitious in the goals we set
- We actively seek and encourage feedback in pursuit of excellence
- We focus on continuous improvement
- We are accountable for our actions
- We catch people doing things right
- We are adaptable and flexible
- We are equitable and inclusive in the way we operate
- We care for our staff and look out for them at all times
- We stay true to our vision



## **Marketing and Commercial Manager**

### **Job Description**

We are looking for a Marketing and Commercial Manager to work with the Marketing Director and Sales Director within a small but highly productive and successful team of marketing and communications professionals. Working with and supporting marketing, communications, commercial, 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 and has experience of gathering and analysing data from multiple sources.

### **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 Communications 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.
- Work with the Sales Director and Commercial Executive to deliver marketing campaigns for sponsors and club partners.
- Analyse current strategies and deliver partner requirements.
- Track and optimise performance of the partnerships and ensure all major partners receive a detailed annual report
- Work with the Site Director and Events team to promote the core events business which includes venue hire, concerts and large-scale events.
- 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.
- 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 collection and analysis from multiple systems and sources.
- 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
- Experience of data collection and analysis to make informed decisions around marketing activity
- 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

### **OTHER CONDITIONS**

The post holder will be based at The Riverside as part of the Commercial Department. Due to the nature of the work the post holder will carry out his/her duties as such times/days which are most effective to perform the tasks required. This will involve some out of hours work – evenings, weekends, Bank Holidays, as necessary.

## **EQUAL OPPORTUNITIES IN EMPLOYMENT POLICY STATEMENT**

It is the policy of Durham Cricket to treat all employees and job applicants fairly and equally regardless of age, disability, gender, reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. Furthermore, Durham Cricket will ensure that no requirement or condition will be imposed without justification which could disadvantage individuals purely on any of the above situations.

We recognize and value the difference and individual contribution that people make to the organisation. We strive to ensure that diversity as well as equality is embedded in all our policies, procedures and practices, responding to employees' needs and encouraging employee development to increase their contribution to effective service delivery.

## **SAFER RECRUITMENT POLICY**

Durham Cricket is committed to safeguarding and protecting the children and young people that we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services.

## **HOURS**

Full time employed (35 hours per week), permanent contract

## **SALARY**

Salary – negotiable and dependent on experience

## **HOLIDAYS**

28 days per annum (pro rata) which includes the 8 statutory Bank Holidays in England & Wales.

## **PENSION SCHEME**

Automatic Enrolment into the Royal London Group Personal Pension Plan. Matched employee contributions up to a maximum contribution of 5% of Basic Salary.

## **WORKPLACE**

Durham Cricket, The Riverside, Chester-le-Street, DH3 3QR



## **TO APPLY**

To apply for the role please send a covering letter detailing your suitability for the role and a current CV to [recruitment@durhamcricket.co.uk](mailto:recruitment@durhamcricket.co.uk)

Closing date for applications is **Monday 24<sup>th</sup> January 2022.**

The intention would be to conduct interviews w/c 31<sup>st</sup> January 2022.