

COMMUNICATIONS AND DIGITAL MARKETING EXECUTIVE

BASED AT LORD'S CRICKET GROUND, LONDON

SALARY: £26,000 PER ANNUM



Middlesex Cricket is looking to appoint a motivated, committed, resourceful and reliable individual to work within the Marketing and Communications team. The role demands a significant commitment of time outside of normal expected office working hours and will involve some weekend work. The individual should have at least two years' relevant experience, ideally working within sport, and should possess skills in all or many of the areas outlined within the job description below.

The successful applicant will be responsible for...

1. Administration of the Middlesex Cricket website - including close liaison with Head of Department to ensure all news stories are uploaded in a timely fashion, timings on press releases are co-ordinated, match highlights and interviews are uploaded on time, match-day updates are posted regularly, all images are uploaded and the media library files are managed and maintained, all social media content links are accurate, and general liaison with all other departments to ensure that all sections of the website are kept up to date with relevant information, including liaison with the club's online retail partner to ensure the store is constantly up to date.
2. Implementation and delivery of the club's email marketing plan - working closely with the Head of Department to ensure the strategy is carried out and delivered to all segmented data sets and that all activity is analysed and streamlined for best practice on future communications. Ensuring that the customer journey is kept relevant and engaging at all times is a vital part of this process.
3. Ensure that the club's Communications plan is implemented and delivered, ensuring all activities are delivered to deadline and uploaded onto relevant club channels, be that website or social media platforms.
4. Oversee and handle the collection of all new customer data, ensuring that new data is properly segmented and that our databases are kept up to date, cleansed and accurate, plus also handle the delivery of a plan to gain new data through competitions etc.
5. Be the principal point of contact for the work we do with Two Circles and the ECB's customer journey 'Experience Cricket' project, including the reporting of ticket sales data to the ECB ticket sales platform.
6. In conjunction with the club's Head of Department, handle the club's day to day activities on all social media platforms (Facebook, Twitter, Instagram, Audioboom and YouTube), including the collection, editing and uploading of all digital content and the planning and

delivery of social marketing campaigns to fit within the club's social media delivery plan. Ensure all social content is accurately populated and scheduled appropriately across all relevant channels. This includes the match-day social media content delivery, ensuring correct usage of tone and language to reflect the state of the current match. Ensure that brand guidelines are followed for all content served across the club's social media platforms at all times.

7. Working with the club's Head of Department, ensure that the process of uploading digital live stream feeds and 'as live' highlights clips is managed well and that all content is regularly pushed on the club's website and social media feeds before and throughout matches.
8. Assist the Head of Department in managing the media facility on match-days when required, liaising with attending media and ensuring their match-day requirements are delivered.
9. Be competent in the use Adobe Photoshop to design and create all club branded graphics for use across the club's platforms for marketing purposes and for the promotion of ongoing daily activities within the department's content plan.
10. Assist the Head of Department in ensuring the smooth running of the club's online fantasy prediction game, 'Know Your Cricket'. Ensuring that the game is regularly promoted across the club's digital channels using relevant branded collateral.
11. Work closely with the Head of Department, and the MCC's creative/design team, to create and design any digital and print artwork required for marketing collateral to be used across all of the club's marketing channels when required, ensuring that all creative conforms to the club's brand guidelines.
12. Working with the Head of Department and Membership Secretary/Head of Operations on all hard copy and digital members' publications...
 - a. Pre-Season Mailing, including AGM notice and any papers required, including accounts, voting ballot forms, the Middlesex Matters magazine, Members information guide, fixture list and any other information required
 - b. Annual Review and Membership renewal notice
 - c. Management of members who have signed up to digital versions of communications
13. General office duties, answering phones and member enquiries
14. Match day cover on staff rota and general assistance with members' queries
15. Assistance at out-grounds with set-up and take-down when required
16. Assistance at club events when required

Initial applications should be made by emailing a CV, with a covering letter, to:

Steven Fletcher, Head of Marcomms – steven.fletcher@middlesexccc.com

Closing date for applications: Friday 25th September 2020

Interviews will be held via online zoom meetings during w/c Monday 28th September 2020

Middlesex Cricket is an equal opportunities employer and prohibits discrimination of any kind. We are committed to the principle of equal employment opportunity for all and to providing employees with a work environment that is free of discrimination and harassment.

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