



Old Trafford

**Content and Communications Executive  
Full Time, Permanent  
Attractive Salary and Benefits**

Emirates Old Trafford, home to Lancashire Cricket Club is an award winning venue with ambition and a commitment to further develop its growing Conference and Events business. Known also as a world-leading concert and entertainment venue, Emirates Old Trafford has hosted some of the world's most renowned artists and events including Rihanna, Beyoncé and the One Love Manchester Benefit Concert..

In 2017, the venue also opened a new 150-bedroom Hilton Garden Inn Hotel on-site creating a whole new proposition and positioning for Conferences and Events at Emirates Old Trafford.

Continuing to grow our Conference and Events business, this position will work as part of the wider marketing team developing strong media relations to drive positive media coverage as well as implementing the content and communications plan across all digital channels on behalf of our prestigious and high profile venue.

You will manage day-to-day content, communications and PR initiatives across multiple platforms to drive sales, engagement, retention and positive customer behaviour with a specific focus on the Conference and Events, Hotel and music aspects of the business. The role is part of the wider marketing department at Lancashire Cricket Club and Emirates Old Trafford, providing the opportunity for the successful candidate to work across the wider organisation including corporate communications, PR and Cricket.

- Responsible for the proactive creation and implementation of all PR and content initiatives for Conferences and Events, hotel and music including proactively seeking out news stories, features and content to be used across our owned digital channels and third party channels (on and offline),
- Build and maintain strong working relationships with relevant industry media personnel to proactively sell in news and contents to raise the profile of Emirates Old Trafford,
- Support the Media and Content Manager with the creation and implementation of the organisation's content plan to maximise engagement and support the digital strategy,
- Co-ordinate corporate and external communications for the business including responding to incoming press enquiries and organising media interviews where required to create a positive media profile for the business

We are looking for a creative individual with B2B PR, media and digital experience, preferably within conference and events.

- Experience of writing creative and engaging copy across a variety of channels (print, web and social).
- Experience of building successful media relationships and achieving positive coverage.
- Great communicator, both in person and written communication, confident communications at all levels utilising a variety of channels.
- Strong attention to detail.
- Lots of initiative, comfortable with working to deadlines and managing multiple projects.
- High levels of energy and a flexible approach to working hours, working evenings and weekends when required.
- A desire to be part of a fast-paced team, that want to achieve and evolve to ensure its communications and content are industry leading, innovative and relevant

If you have the relevant skills and experience, and wish to apply for this role, please send your CV with current salary details to Joanne Hunt, Human Resource Manager, to [humanresources@lancashirecricket.co.uk](mailto:humanresources@lancashirecricket.co.uk) Closing date 5pm, Monday 17<sup>th</sup> September.