



## Cricket Marketing Executive

**Full Time (35 Hours)**

**Salary commensurate with experience**

Emirates Old Trafford, home to Lancashire Cricket, is an all-encompassing, world class venue for sport, business and leisure. Boasting international cricket matches; renowned concerts, such as Ariana Grande's 'One Love Manchester'; award-winning, intelligent conference and events spaces for up to 2,000 delegates; a four-star Hilton Garden Inn; and an on-site Caffè Nero, Emirates Old Trafford offers a unique and unparalleled working environment.

The Club is set to host an exciting array of international fixtures in what will be a historic 2019, including the 4th Specsavers Ashes Test in September, and a record six ICC Cricket World Cup 2019 matches – which returns to England for the first time in 20 years – bringing in excess of 200,000 visitors to the stadium for international cricket.

We are looking for an enthusiastic and conscientious individual that has worked in a similar role to join the Marketing department to be responsible for the implementation of all marketing related activities for International Cricket to drive ticket, retail and hospitality revenues.

### **Key Responsibilities**

To implement tactical elements of the International Cricket marketing plans, including writing copy, building emails, briefing agencies and creating digital content. In addition the role will also work collaboratively with the Senior Marketing and Content and Communications Managers on day to day implementation of digital campaigns, as well as the England and Wales Cricket Board (ECB) to ensure consistency of the England Cricket brand across all marketing communications.

The successful candidate will also be the day-to-day contact with relevant agencies and suppliers to ensure a positive working relationship and high quality output is maintained.

Other aspects of the role include (but not limited to) conducting regular customer and competitor research campaigns, working with Club Partners, keeping and keep up to date with latest industry trends to ensure successful marketing implementation, and supporting the Domestic Cricket Marketing Executive to deliver a 'best experience' T20 match day presentation.

### **Key to the Role**

The candidate will have a minimum of 12 months experience in a relevant marketing position and be driven to set and maintain high standards to ensure consistently high quality, brand compliant work is produced. The ideal candidate will be commercially minded and willing to be involved in the wider business.

### **Essential Requirements**

At least 12 months' experience working in a relevant Marketing role

Educated to degree level or equivalent

Excellent communication and interpersonal skills

Strong eye for detail, creative writing skills and strong administration skills

Flexible with working hours, including evenings and weekends when required

Take a look at the Job Description and if you have the relevant skills and experience, and wish to apply for this role please send your CV with current salary details to Alex Bullough, Recruitment and Training Manager, Lancashire Cricket at [humanresources@lancashirecricket.co.uk](mailto:humanresources@lancashirecricket.co.uk).

Closing date for applications Friday 10 May 2019.