

JOB DESCRIPTION

JOB TITLE:	Cricket Marketing Executive
NAME OF JOBHOLDER:	TBC
REPORTS TO (TITLE):	Senior Manager – Marketing (Cricket, Hotel, Conference and Events)
OFFICE/HO DEPT:	Sales and Marketing
DATE:	April 2019

1. MAIN PURPOSE OF JOB (one statement explaining the job's overall objective)

Reporting into the Senior Manager – Marketing (Cricket, Hotel, Conference and Events) this role is responsible for the implementation of all marketing related activities for International Cricket at Emirates Old Trafford to drive ticket and hospitality revenues

2. JOB SPECIFIC TASKS (the major end results the job is expected to achieve)

Marketing Plan – Implementation

- Responsible for the day to day implementation of the tactical elements of the International Cricket marketing plans including but not limited to, writing copy, building emails, briefing and supplying creative and artwork, creating digital content etc.
- Work collaboratively with the Senior Manager - Marketing and Senior Manager – Content and Communications on day to day implementation of digital campaigns (including Social Media, SEO and PPC) as part of the overall tactical marketing plans.
- Work collaboratively with the Senior Manager – Marketing and the Marketing Executive – Domestic Cricket to ensure smooth running of T20 matchday presentation at all home fixtures.
- Support the Domestic Cricket Marketing Executive where required with the implementation of tactical elements of the domestic cricket marketing plan.
- Support the Foundation Content and Communications Executive to drive awareness of the Lancashire Cricket Foundation including, attending events, building emails and creating promotional campaigns aimed at promoting the work of the Foundation
- Work collaboratively with the Senior Manager – Marketing and Head of Retail to implement retail marketing campaigns and tactical promotions
- Support the Partnerships Team with the delivery of activation campaigns at international fixtures
- Work collaboratively with the Club's Creative resource to maintain high standards of creative briefing and output.
- Ensure that all marketing collateral complies with Lancashire Cricket brand guidelines as well as any Third Party Brand Guidelines i.e. ECB / Partners
- Ensure that all areas of the Cricket website are kept up to date and brand compliant at all times
- Provide regular website analytics reports to the Senior Manager – Marketing and feedback to the wider team where required.

Budgets / Reporting

- Regularly review marketing campaign activity and report back to the Senior Manager – Marketing and

the wider marketing team on progress and results.

- Manage tactical marketing spend, providing regular updates to the Senior Manager – Marketing as required.

Agency and Supplier

- Act as the day-to-day contact with relevant agencies and suppliers and maintain positive and collaborative working relationships providing updates to the Senior Manager – Marketing when required.

Competitor / Industry / Customer Research

- Conduct regular customer and competitor research providing updates to the wider marketing team to help inform marketing implementation.
- Maintain high standards of professional development, keeping up to date with the latest industry news and trends.

Admin / Support

- Provide holiday / sickness cover for the Marketing Executive – Domestic Cricket and the wider team as and when required.
- Take responsibility (with the wider team) for proof reading all (venue and cricket) marketing collateral
- Set and maintain high standards in creative briefing and approval processes to ensure consistently high quality brand-compliant output
- Maintain an organised and efficient filing system in line with the Marketing Department network folders
- Raise and log purchase order requisitions in accordance with financial procedures.
- Ensure Data Protection Policies are upheld and adhered to at all times

3. KNOWLEDGE/EXPERIENCE/SKILLS NEEDED (the expertise needed to perform the job to the required standard)

- Educated to degree level or equivalent
- At least 12 months experience in a relevant marketing role
- Commercially minded individual with excellent communication and interpersonal skills
- An interest in or knowledge of cricket/sport and the commercial aspects of sport
- A willingness to be involved in the wider business
- Strong organisational and time management skills, able to manage multiple projects and deadlines
- A strong eye for detail, creative writing skills and strong administration skills
- High levels of energy and a flexible approach to working hours, working evenings and weekends, when required

4. ASSIGNMENT AND PLANNING OF WORK

(from where and how the jobholder's work arises)

Work is assigned by the Senior Manager – Marketing (Cricket, Hotel, Conference and Events)

AGREED AND SIGNED BY:

JOBHOLDER:

MANAGER:

DATE:

DATE TO BE REVIEWED: