



## Media and Content Executive (Cricket)

**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 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. The role will be responsible for the successful implementation of media relations activity and content plans for Lancashire Cricket to drive positive media coverage and content generation, distribution and engagement, as well as co-ordinate senior team and Second XI press enquiries.

### Key Responsibilities

Implement all content and digital initiatives across multiple platforms to drive sales, engagement, retention, leads and positive customer behaviour across the Cricket brands and formats. This will include implementation of the Club's media relations plan and activity for all three domestic competitions alongside any integration with the ECB for international match hosting.

Prepare and distribute press releases and media information specifically relating to cricket and facilitate incoming media enquiries and press conferences.

Responsible for the implementation and day to day co-ordination of the organisation's social media plan across cricket, creating engaging content across all media formats as per the overarching content plan.

### Key to the Role

The candidate will have a minimum of two years' experience in a relevant position and have an interest in or knowledge of sport, preferably cricket and the commercial aspects of sport. A people focused and commercially minded individual with excellent communication and interpersonal skills.

### Essential Requirements

At least two years' experience working in a relevant role

Educated to degree level or equivalent

Excellent communication and interpersonal skills

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

A proactive approach and flexible with working hours, including evenings and weekends when required

Experience in video editing to an intermediate level using software such as Adobe Premier Pro

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 24 May 2019.