

JOB DESCRIPTION

JOB TITLE:	Media and Content Executive (Cricket)
NAME OF JOBHOLDER:	TBC
REPORTS TO (TITLE):	Senior Manager Communications
OFFICE/HO DEPT:	Sales and Marketing
DATE:	May 2019

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

Responsible for the successful implementation of all media relations activity and content plans for Lancashire Cricket Club to drive positive media coverage and content generation, distribution and engagement, as well as co-ordinate senior team and Second XI press enquiries.

Implement all content and digital initiatives across multiple platforms to drive sales, engagement, retention, leads and positive customer behavior across the Cricket brands and formats.

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

Media Relations

- Implement the Club's media relations plan and activity for all three domestic competitions as well as any integration with the ECB for international match hosting, including;
 - Prepare and distribute press releases and information for the media specifically relating to cricket
 - Facilitate incoming media enquiries, setting up press conferences, initiating stories and broadcasts
 - Generate strong positive coverage for the players and team
 - Maintain an up-to-date media contact list (print, digital, broadcast) and develop strong working relationships with contacts from key publications
 - Support the wider communications and marketing team when appropriate
 - Set high standards in press briefing ensure consistently high quality band-compliant output

Content

- Lead on the implementation of the organisation's content plan across all digital channels (including website and social media) to maximise engagement with all audiences supporting the overarching objectives of the digital strategy, including;
 - Lead on regular team content meetings resulting in the production of a functional content plan
 - Ensure all content is on-brand and consistent in terms of style, quality and tone of voice as well as being optimised for SEO purposes
 - Proactively track the impact of all content and recommend improvements where necessary
 - Work with external agencies to produce content that meets specified SEO criteria
 - Work closely with all relevant Lancashire Cricket personnel to do extensive forward planning of key events, such as anniversaries, achievements, key milestones.

- Responsible for conducting staff / partner / client interviews as required within the content plan.
- Responsible for video content output including working with third party partners / supplier where required to ensure successful delivery
- Be responsible for best practice standards for content creation, distribution and repurposing

Digital – including Social Media and Website

- Responsible for the implementation and day to day co-ordination of the organisation's social media plan across cricket, including;
 - Proactively manage the organisation's social media accounts, including daily updates, responding to incoming questions, reporting on results and seeking to drive engagement and sales via social media

Publications

- Editorial content and co-ordination of the organisation's publications which includes cricket-related programmes and collateral, as well as special events and non-cricket requirements
- Manage the relationship with external providers where required

Match day Responsibilities

- Overseeing the media facilities and materials for cricket match days including the media accreditation process for press events / cricket match days at Emirates Old Trafford
- Ensure the official website and all social media outlets are regularly updated pre, during and post-match
- Oversee the print and distribution of scorecards including online publication and media distribution.
- Support with the running of the replay screen and management of Scoreboard Operators
- Responsible for effective briefing of the match day photographer(s)
- Run the digital 'match zone' via our website on a match day, liaising with the digital agency and stats provider to ensure a smooth delivery every match day

Partners and Sponsors

- Support the wider team, on all content and digital activity associated with the organisation's partners and sponsors, ensuring effective and efficient implementation of their rights, and development and enhancement of proposed campaigns
- Provide reporting on this activity allowing us to measure ROI and deliver partner value

Relationships

- Develop effective relationships with key individuals within the cricket, marketing, commercial, conference and events, and operational departments, as well as specific external stakeholders
- Develop effective relationships with key personnel from external media organisations including local and regional press and specific industry publications
- Devise and implement a player appearance calendar which takes a proactive approach to making the players and coaching staff available for media and publicity

Processes, Reporting and Communication

- Responsible for regular reporting, and seeking approval or escalating (where appropriate) on all media relations and digital activity and performance within the content and communications department and to any wider individuals within the organisation
- Provide regular content / communications reports relating to cricket and circulate internally
- Monitor unofficial Lancashire Cricket websites and social media pages

Personal Development

Maintain high standards of professional development by:

- Keeping up to date with the latest industry news and digital trends making recommendations for adoption when required
- Taking responsibility for identifying personal training / development needs

Admin / Team Support

- Support the wider content and communications team, and at time the marketing team, with proof reading of (venue and cricket) marketing collateral, or any other activity when appropriate
- Assist the wider team with any copy writing requirements
- Maintain an organised filing system in keeping with the Content and Communications and Marketing Department Network Folders
- Ensure financial procedures are followed by raising and logging purchase order requisitions and providing regular updates on planned and committed spend
- Ensure Data Protection Policies are upheld and adhered to at all times
- Oversee with arranging the signing and distribution of signed merchandise
- Provide support to the wider Marketing Teams as required covering holiday and sick leave

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

- Educated to degree level or equivalent with previous (minimum two years) experience in a media/press co-ordination and / or content role
- People-focused and commercially minded individual with excellent communication and interpersonal skills
- An interest in or knowledge of cricket / sport and the commercial aspects of sport
- Proactive approach, willing and able to work using own initiative
- Strong organisational and time management skills, able to manage multiple projects and deadlines
- A passion for innovation and ideas coupled with a strong eye for detail
- Knowledge and experience of web and social media analytics tools such as Omniture and / or Google Analytics and social media platforms such as Tweetdeck / Hootsuite
- Experience in image / video editing to an intermediate level using software such as Adobe Premier Pro
- High level of energy and a flexible approach to working hours, working evenings / weekends, as required
- Possess the necessary influence and credibility to deal effectively with players, management, media contacts and high profile personalities.
- DRB check required

4. ASSIGNMENT AND PLANNING OF WORK

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

Work is assigned by the Senior Manager – Content and Communications

AGREED AND SIGNED BY:

JOBHOLDER:

MANAGER:

DATE:

DATE TO BE REVIEWED: