

Digital Executive Full Time

Lancashire Cricket is looking to recruit for a creative-minded Digital Executive to join the Club's Marketing and Communications team. Reporting into the Head of Communications, the newly appointed role will work across all of the Club's digital channels to support the production and distribution of engaging and relevant content to a variety of audiences and stakeholders.

The successful candidate will work alongside our team to ensure the Club's digital output supports Lancashire Cricket's key strategic objectives – with the aim of driving digital growth across all social channels. The Digital Executive will be suitably knowledgeable in relation to the means of delivery of content across all platforms, particularly online.

Key Responsibilities

Manage and grow the Club's presence on all social media channels including but not limited to Facebook, Twitter, Instagram, Tik Tok and YouTube.

Work closely with the Multi-Media Producer to amplify and distribute content across all digital channels

Produce digital insight reports across social, website and other digital products for the marketing and comms teams, and separately for the senior team and stakeholders, as required.

Manage incoming messages and monitor supporter activity across channels, responding to questions and comments from the public.

Ensure the Club's website is always fully up to date, including proof-reading of cricket match day content across the site before publication

Work with all departments at Emirates Old Trafford to ensure the Club's social media reflects key moments and events to support sales across cricket, Foundation, venue, partnerships and merchandise.

Take the lead, and work closely with 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.

Essential Requirements

Experience managing and growing a social media account, cross-platform whilst also having a deep understanding of social media and knowledge of current trends.

A unique creative vision and flair with proficient ability in Adobe Suite for design and video editing (Photoshop, After Effects, InDesign, Premiere Pro).

Experience using social measurement and reporting tools, and how you have used analytics and data to improve and iterate on content performance.

Someone who can easily create positive working relationships.

High level of professionalism; driven and motivated. Ability to multi-task and work under pressure.

A team player who can communicate effectively with players, coaches, external agencies/suppliers and internal departments at Emirates Old Trafford.

Understanding of cricket and a passion for sport



We offer a competitive wage, with fantastic benefits which include Pension, Health Insurance, Health Cash Plan, Uniform, discounted hotel and F&B rates across Hilton and also onsite car parking.

Please take a look at the full job description and if you have the experience and skills and a passion for making change and the enthusiasm and energy levels to engage and achieve this, please submit your written application, with current salary, including covering letter and CV outlining why you should be considered for the role. Please send to Alex Bullough, Recruitment and Training Manager at careers@lancashirecricket.co.uk.

Closing date for applications is Friday 24th September 2021.