



COMMERCIAL AND EVENTS MARKETING MANAGER

SALARY COMMENSURATE WITH EXPERIENCE
FULL-TIME, IMMEDIATE START

Help us deliver unforgettable experiences for people to share, and to grow the love of cricket across the North-West.

Lancashire Cricket are looking for a driven and creative Marketing Manager to support the Club's vision to become the 'best place to enjoy cricket in the world'. The Commercial and Events Marketing Manager will lead on all marketing activity to promote some of the biggest sporting and music events in the North-West, helping achieve the Club's revenue targets and protect its ambitious long-term future.

If you have experience in leading a marketing team, particularly around promoting sport and entertainment events as well as maximising corporate revenue in areas such as conferences, hospitality and hotels then we'd love to hear from you.

Where we work: About Emirates Old Trafford

Emirates Old Trafford (the home of Lancashire Cricket) has played host to some of cricket's most iconic moments since 1864 and is now an award-winning world-class venue that has undergone a transformational redevelopment over the last decade.

It is recognised as one of the UK's most prestigious venues for sport, business, leisure and entertainment with a capacity of up to 50,000 people for concerts; 26,000 for international cricket matches; meetings and events spaces for up to 2,000 delegates; a four-star hotel with 150 rooms; and an on-site Caffè Nero.

The venue has played host to some of the world's biggest sporting events, including six ICC Cricket World Cup fixtures in 2019, Ashes Test Matches and world class concerts including Ariana Grande's 'One Love Manchester' concert as well as others by Beyonce, Rihanna, Foo Fighters and more.

The best bit about joining us is that you'll be able to witness first-hand the outcome of your efforts, be it a full stadium of spectators enjoying a memorable, once in a life-time sporting moment, a full to capacity hotel or a heaving business networking event for a major international brand.

It's a unique place to build a career where no two days are ever the same!

The Role and Responsibilities

The Commercial and Events Marketing Manager role is diverse, fast-paced and rewarding. The variety of the events, the flexibility of the venue space and the ever-changing calendar means there will always be a new project to work on. Some of your responsibilities will include:

- The creation and management of the commercial and events marketing plan for Lancashire Cricket and Emirates Old Trafford
- Managing and overseeing the campaign delivery for commercial areas and major events to achieve revenue and attendance targets
- Providing support and career development for the Commercial Marketing Executive and Events Marketing Executive
- Leading on all third-party agency campaigns across key commercial and major event areas / products
- Supporting the development of the match day experience

- As directed by the Head of Marketing, activate, and manage commercial marketing activity to support the revenue generation from the largest cricket market in the world – India
- Working closely with the wider marketing and communications department to ensure campaigns are brand compliant, and delivering against our purpose, vision and mission statements
- Supporting the Head of Marketing with ad-hoc commercial marketing activity and further strategic projects to deliver commercial / revenue goals
- Ensuring the Club is consistent with the brand promise – Here to win, inspire play and make memories – and all activity is compliant with brand guidelines
- Supporting the wider marketing/communications team with proof-reading and copy-writing of all (venue and cricket) marketing collateral

Requirements

It is essential you can demonstrate that you have:

- Experience of managing and developing a marketing team in a venue or events-based environment
- The ability to increase revenue, attendance and/or ticketing sales through the use of creative marketing campaigns
- An understanding of marketing to both B2C and B2B
- Creative flair with a keen eye for detail
- Demonstrable experience of working across multiple platforms, using a variety of tone of voice, and engaging with diverse audiences
- Experience using campaign management tools

Benefits

- Holiday allowance increasing with service
- 2 x standard Lancashire Cricket season memberships
- Social events throughout the year
- Fitness classes, table tennis club and yoga
- Basic contributory pension scheme with option to join enhanced pension scheme, including life assurance, after 3 months service
- Optional health cash plan scheme
- Discounts at the Lancashire Cricket Official Store, Trafford Cricket Centre, Hilton Garden Inn Emirates Old Trafford, Caffè Nero and with the Club's partners
- Free parking

How to Apply

Does this sound like you? Please send your CV with covering letter and current salary details to careers@lancashirecricket.co.uk. Closing date for applications is **Sunday 2nd January 2022**.

We look forward to hearing from you if you have skills that support our future vision. Lancashire Cricket is an equal opportunities organisation and we are committed to providing new opportunities and striving for greater diversity.

It is a priority for Lancashire Cricket to ensure our Club appropriately reflects the wider communities across the North West and as we strive to meet Sport England Guidance in this regard, we would welcome applications from individuals with the appropriate skills and experience that can also enhance our current diversity mix at the Club.