

EVENTS MARKETING EXECUTIVE
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 Events Marketing Executive to support the Club's vision to become the 'best place to enjoy cricket in the world'. As our Events Marketing Executive you will be responsible for the implementation of all marketing activity for events at Lancashire Cricket, Emirates Old Trafford, driving attendance targets across major events such as international cricket fixtures, Vitality Blast matches, The Hundred and concerts.

You will take a lead role on day-to-day marketing activities in areas such as direct mail campaigns, OOH, digital and social media advertising and copywriting, as well as supporting the match day experience, alongside the Brand Marketing Executive and Guest Experience Team.

If you have a strong foundation in events marketing, particularly in the world of sport and/or entertainment, and you have the proven ability to deliver projects that have resulted in increases in ticket sales and attendances 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 Events Marketing Executive role at Lancashire Cricket will be wide-ranging and challenging, allowing you to build upon and diversify the excellent marketing foundations that you already have. The variety of the events, the flexibility of the venue space and the ever-changing calendar means there will always be a new challenge to work on.

Some of your responsibilities will include:

- Implementation of the tactical elements of the events marketing plan to ensure attendance targets are met across major events such as international matches, The Hundred, Vitality Blast and concerts.

- Taking the lead on the day-to-day marketing activity for major events such as direct mail campaigns, digital advertising, OOH advertising, social media advertising, writing copy, briefing artwork and creative, amongst other responsibilities
- Assisting in the development the tactical plans for marketing activity across major events
- Supporting the development of the match day experience
- Ensuring campaigns are brand compliant and delivering against our purpose, vision and mission statements
- Ensuring the Club is consistent with the brand promise – Here to win, inspire play and make memories
- Ensuring that all areas of the website related to events marketing are up-to-date
- Collaborating with the England and Wales Cricket Board to ensure cricket attendance campaigns are aligned with central activity
- Supporting the wider marketing/communications team with proof reading and copywriting of all (venue and cricket) marketing collateral

Requirements

It is essential you can demonstrate that you have:

- Experience of working within a marketing team in a venue or events-based environment
- Proven experience of working on marketing campaigns that have helped to increase attendances and ticket sales for events
- 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.