

**Marketing & Communications Executive**  
**Lancashire Cricket Foundation**  
**Full Time (40 Hours) – 5 in 7 days including evenings and weekends**  
**Salary commensurate with experience**

The Lancashire Cricket Foundation (LCF) are looking to appoint a Marketing & Communications Executive to lead on the development and implementation of marketing, communication and content activities in the community.

This is a unique, all-encompassing and fast paced role where you will develop and deliver marketing campaigns and initiatives, across the full marketing mix, that support the promotion of the Foundation's activities in the two key areas of performance and growth, and Cricket for Social Good. In particular you will use your full extent of digital marketing tools and techniques to produce high quality and engaging content and marketing assets.

Given the nature of the role it essential that you can demonstrate your proven ability to use marketing as a way of increasing participation and engagement with sport and, ideally, cricket.

The content you create will help to grow participation in national cricket programmes, drive signups for development centres, improve the presence of Lancashire Cricket in primary and secondary schools and assist in the recruitment of volunteers.

Promoting the work of the Foundation in areas such as diversity/inclusivity and fundraising and improving reach and exposure across social media channels will be key aspect of the role.

LCF works across Lancashire to develop and deliver a range of projects, programmes and events designed to increase participation levels in the game. It is designated as the local governing body for all recreational cricket in the County by the national governing body, The England and Wales Cricket Board (ECB).

Established as the official charity of Lancashire Cricket, LCF provides high quality cricket experiences that make a positive difference to the lives of the individuals it engages with.

We want to hear from you if you think you can help us on our journey to engage, excite, inspire and improve individuals through cricket.

### **The Role**

Employed by LCF as our Marketing & Communications Executive you will work alongside colleagues to create, oversee and implement integrated marketing campaigns related to projects, events and role priorities as outlined above. This will include:

- Ensuring the Foundation and its projects/programmes are marketed and promoted in the most effective way
- Delivering effective marketing activity across email and other digital platforms
- Keeping marketing databases up to date, ensuring compliance with GDPR.
- Working with the Graphic Designer to oversee and manage the production of all community marketing material (print and digital)
- Working closely with third-party organisations to deliver the marketing campaigns to key audiences.
- Manage and develop the Foundation's website
- Implementation and day to day co-ordination of the Foundation's social media plan
- Creating, implementing and developing the Foundation's content plan and activity
- Managing the collation of case studies, photographs and information
- Leading on the production of the annual impact report and newsletters, including the preparation of copy.
- Planning, managing and delivering the promotion of Lancashire Cricket community and fundraising initiatives at major match days at Emirates Old Trafford.

- Monitoring and report on the success of marketing, communications and campaign activity on a regular basis.

### Essential Requirements/Skills

In order to be considered for this position it is essential that you have:

- Experience working in a similar marketing/communications role
- Proven ability to use marketing as a way of improving participation and engagement in sport
- Experience of creating engaging content, both digitally and in more traditional formats
- Strong social media and website maintenance skills
- Knowledge and experience of web and social media analytics tools
- Creative flair and the ability to challenge the norm
- Flexibility to work outside of normal office hours to ensure that all levels of cricket are captured and promoted
- Strong organisational and time management skills, and an ability to manage multiple projects and deadlines.
- A love and knowledge of cricket is also desirable

In addition, you will need to have the ability and willingness to travel for work and access to your own vehicle or means of transport that will allow you to fulfil the mobility duties of the post

This is an ideal opportunity to get involved in the development of an ambitious, growing Foundation and to be an integral part of its future success in raising the profile of the game across Lancashire.

Please take time to look at the Job Description and only apply if you can demonstrate you have the relevant experience and can meet the requirements of this role.

**Can you help make a difference? If so, please submit your CV with a covering letter to [foundationcareers@lancashirecricket.co.uk](mailto:foundationcareers@lancashirecricket.co.uk).**

**Closing date for applications: Tuesday 5<sup>th</sup> April 2022**