



## **Job Description**

### **Non-Executive Director (Member Services and Communication)**

#### **LANCASHIRE CRICKET**

Steeped in history, Lancashire Cricket is a 162-year-old iconic sports club based at Emirates Old Trafford (Manchester), an award-winning multi-purpose venue, with a burgeoning year-round Conference, Hotel and Events business.

Our purpose is to win, inspire play and to make memories with a vision to make Lancashire Cricket the best place to enjoy cricket in the world.

We are dedicated to growing the love of cricket and developing talent, hosting major international cricket matches and concerts, delivering world-class events in a venue of international renown, and connecting people and communities through the best experiences making lasting memories shared between family, friends or colleagues.

In 2025, our Women's team were double champions, winning both the Metro Bank One Day Cup and the Vitality T20 County Cup.

#### **OUR PURPOSE**

Here to win, inspire play and make memories.

#### **OUR VISION**

To be the best place to enjoy cricket in the world.

To fulfil our vision, we rely on strong core values known as 'The Lancashire Way'.

- Driven
- Grounded
- Welcoming
- Unified
- Spirited

#### **OUR HOME**

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; 23,500 for international cricket matches; meetings and events spaces for up to 2,000 delegates; a four-star hotel with 250 rooms.

The venue has played host to some of the world's biggest sporting events, including six ICC Cricket World Cup 2019 fixtures, 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.

#### **ROLE SUMMARY**

To continue the growth and engagement of the Club's Membership, the Club is looking to recruit a Non-Executive Board Member who has suitable skills and experiences in Member services and communications and will represent the communities of the Red Rose county to support our future

strategy and initiatives. We are looking for a candidate that has a strong track record within an organisation that has Memberships as a key part of the business model. With an appetite for growth and retention, the successful candidate will be able to demonstrate the skills required to balance the Club's wider strategic objectives with their responsibilities as a full Board Member and Director whilst also helping the Executive team to continue to develop a contented and satisfied Membership base. We are looking for an ambitious Board Member who also possesses strong leadership and governance.

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## **KEY RESPONSIBILITIES**

### **Member Engagement & Services**

- Act as Board lead for all matters relating to member services, experience, and engagement.
- Represent the interests of club members at Board level, ensuring their views are considered in decision-making.
- Oversee the development and delivery of initiatives to improve member satisfaction, retention, and recruitment.
- Ensure clear, fair, and transparent processes for membership categories and benefits.
- Support the resolution of member enquiries, feedback, and complaints in line with club policies/rules.
- Build a strong relationship and attend meetings with the Members' Representative Group

### **Board & Governance**

- Provide independent challenge and constructive support to ensure the Club meets its Membership related governance and statutory obligations.
- Contribute to the development and review of policies relating to member conduct, communications, and complaints.
- Maintain appropriate confidentiality and uphold the highest standards of integrity and professionalism.

### **People & Culture Oversight**

- Act as Board lead for promoting a positive, inclusive, and respectful club culture aligned with the club's values.
- Support the development and promotion of the club's vision, values, and code of conduct for members, volunteers, and staff.
- Champion equality, diversity, and inclusion (EDI) across all areas of the club, ensuring a welcoming environment for all participants and members.
- Support effective communication between the Board, volunteers, coaches, players, and members to foster transparency and trust.

### **Executive Support & Challenge**

- Provide constructive challenge on the Club culture, leadership behaviours, and employee engagement.
- Support and advise the Board and Executive team on the overarching Membership growth strategy, as the Club aims to have 10,000 Members by 2030 – with a particular focus on diversity and engagement.
- Actively contribute to Board discussions, strategy development, and decision-making as a Non-Executive Director.
- Provide independent challenge and constructive advice on matters relating to member services and communications.
- Support the club's long-term sustainability, reputation, and community presence.
- Work collaboratively with other Directors, officers, volunteers, and staff.

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## **QUALIFICATIONS AND EXPERIENCE**

### **Essential**

- Experience of serving on a Board, Committee, or in a senior advisory or governance role (within sport, a membership organisation, charity, or community group).
- Demonstrable experience in member services, communications, customer engagement, or a related field.
- Strong understanding of the needs and expectations of members in a club or membership-based environment.
- Experience of developing or overseeing effective communication strategies across multiple channels (e.g. email, website, social media).
- Ability to provide strategic oversight rather than operational delivery, with an understanding of the role of a Non-Executive Director.
- Experience of Public Relations and Public Affairs
- Experience of and commitment to collective responsibility
- Excellent written and verbal communication skills.
- Ability to work collaboratively with volunteers, staff, and fellow Board members.
- Sound judgement, integrity, and the ability to handle sensitive or confidential matters appropriately.
- Commitment to the values of fairness, inclusivity, and safeguarding within sport.
- A current Member of Lancashire Cricket.

### **Desirable**

- Knowledge of ECB governance frameworks, safeguarding standards, or best practice in sports administration.
- Experience of membership growth, retention strategies, or community engagement initiatives.
- Experience of change management or organisational development within a volunteer-led organisation.
- Understanding of data protection (GDPR) relating to the handling of member data.
- Experience working with sponsors, partners, or external stakeholders.
- Relevant professional qualifications in communications, marketing, governance, or management (or equivalent practical experience).
- An understanding of Cricket at any level.

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## **SKILLS & ATRIBUTES**

1. Values-driven and committed to building fair, inclusive, and equitable workplaces.
2. Empathetic and emotionally intelligent, while maintaining independence and objective judgment.
3. Strategic thinker who balances culture ambition with pragmatism.
4. Collaborative, constructive, and comfortable providing robust challenge.
5. Willingness to dedicate appropriate time to board duties and preparation.

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## **TIME COMMITMENT**

- Approximately 7 Board meetings per year (plus a Strategy Day), plus committee responsibilities and ad-hoc consultations as required.

The successful candidate will:

- Serve as the Board's key liaison with the Members Representative Group (MRG) and represent the Board in this capacity as required.

Non-Executive Director terms run for three years with a maximum of three consecutive three-year terms.

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### **APPLICATION CRITERIA**

We look forward to hearing from you if you have skills that support our future vision, we would welcome applications with the appropriate skills and experience that can also enhance our current drive and objectives.

Please note the Non-Executive Director role is voluntary and unpaid. To apply, please submit a completed Election Notice along with a 250-word summary detailing relevant skills and experience along with your CV to: [boardapplication@lancashirecricket.co.uk](mailto:boardapplication@lancashirecricket.co.uk)

Closing date for applications is January 31 2026. Interviews for shortlisted candidates will take place in late February/early March 2026.