



Communications & Content Executive

Location: Seat Unique Stadium, Nevil Road, Bristol

Reports to: Communications & Content Manager

Contract Type: Full-time, Permanent

Role Purpose

Gloucestershire Cricket is looking for a creative, energetic and digitally minded **Communications & Content Executive** to help bring our Club, cricket and wider experiences to life.

Working across men's, women's and pathway cricket, as well as our commercial campaigns, events and wider Club activity, you'll create engaging content and communications that connect with existing supporters and help us reach new audiences.

You'll take day-to-day ownership of the Club's social media channels – filming, editing, writing and publishing content across cricket, campaigns and events.

From behind-the-scenes player content and live match coverage to promoting major fixtures, memberships and Bristol Pavilion events, this is a hands-on role for someone who loves finding great stories and creating content people want to watch, read and share.

Key Responsibilities

Social Media & Content

- Take day-to-day ownership of the Club's social media channels across men's, women's and pathway cricket.
- Create, edit and publish engaging video, photography, graphics and written content across our digital channels.
- Develop platform-specific content that grows reach, engagement and audiences.
- Spot social trends, new formats and creative opportunities and bring relevant ideas into our content.
- Help manage the Club-wide content calendar and use performance insights to continually improve our output.

Storytelling & Communications

- Proactively find and tell great stories from across Gloucestershire Cricket – on and off the field.
- Film and interview players, coaches, staff, members, partners and others across the Club.
- Create news stories, features, announcements and website content.

- Support the Communications & Content Manager with media and wider Club communications.
- Maintain high editorial, brand and tone-of-voice standards across everything we produce.

Campaigns & Audience Growth

- Create compelling content to support ticketing, membership, hospitality, retail and other marketing campaigns.
- Work closely with Marketing and Commercial colleagues to turn campaign objectives into engaging audience-facing content.
- Create content around Bristol Pavilion events and experiences, as well as community activity, partnerships and wider Club initiatives.
- Help develop content and campaigns that reach new and younger audiences across Bristol and Gloucestershire.
- Support sponsors and partners with creative, audience-first content.

Cricket & Live Coverage

- Deliver engaging live digital coverage of men's and women's fixtures across social and digital channels.
- Create pre-match, live and post-match content including team news, interviews, reaction, highlights and behind-the-scenes access.
- Capture content at matches, training and Club events.
- Support storytelling around pathway cricket and international fixtures hosted at the Stadium.
- Work evenings and weekends in line with the cricket and events calendar.

Collaboration

- Build strong relationships with players, coaches and colleagues to uncover stories and content opportunities.
- Work collaboratively across Communications, Marketing, Commercial, Ticketing, Membership, Community and Operations.
- Bring ideas and creative thinking to campaigns and key moments throughout the year.
- Work alongside photographers, videographers, freelancers and other creative partners.

Experience & Skills

Essential

- Experience creating digital and social content in a professional and preferably sporting environment.
- Strong understanding of social media platforms, digital content and social culture.
- Ability to film and edit engaging short-form video.

- Excellent writing and copywriting skills with strong creative instincts and an eye for a story.
- Ability to turn marketing and communications objectives into engaging content.
- Confident working with a wide range of people and conducting interviews.
- Highly organised, adaptable and comfortable working quickly in a live environment.
- Strong understanding of cricket, with an interest in sport, events and audience engagement.
- Willingness to work evenings and weekends throughout the cricket and events calendar.

Desirable

- Experience within professional sport, media, entertainment or live events.
- Experience covering live sport or events.
- Photography and graphic design skills.
- Experience with Adobe Creative Suite or equivalent.
- Experience using CMS platforms and social analytics tools.

About You

You'll be:

- Creative and curious – always looking for the next story or idea.
- Proactive – comfortable taking ownership and making things happen.
- Digitally savvy – with a strong feel for social culture, platforms and trends.
- Audience-focused – interested in what makes people stop, watch, engage and share.
- Commercially aware – understanding that great content can also help sell tickets, memberships and experiences.
- Collaborative and ambitious – excited to contribute, learn and develop.

Why Join Gloucestershire Cricket?

This is an opportunity to create content at the heart of professional sport and live entertainment.

You'll work directly with players and coaches, cover domestic and international cricket, create content around major events and campaigns, and take real ownership of the Club's social channels.

Most importantly, you'll have the opportunity to help shape how Gloucestershire Cricket tells its stories, connects with Bristol and Gloucestershire, and grows the next generation of supporters.

To Apply

Please email **recruitment@glosccc.co.uk** with your CV, a short covering letter explaining why you're interested in the role, and **examples of content you've created or a link to your portfolio**.

Applications will remain open until a suitable candidate is found.