



Communications & Content Manager

Location: Seat Unique Stadium, Nevil Road, Bristol

Reports to: Head of Audience Development

Direct Reports: Digital Content Executive, Seasonal Intern

Contract Type: Full-time, Permanent

Role Purpose

Gloucestershire Cricket is seeking a creative, ambitious and digitally minded Communications & Content Manager to lead the Club's storytelling, communications and content strategy.

This role is responsible for growing the Club's profile, strengthening supporter engagement and bringing Gloucestershire Cricket to life through compelling, digital-first content across multiple platforms.

Leading our content team, you will shape how supporters experience the Club - telling the stories behind our players, teams, members and community, whilst overseeing communications, media relations, social media and live matchday content across domestic and international cricket.

Working closely with colleagues across cricket, commercial and operations, you will ensure every piece of content reflects our ambition to become one of the UK's most progressive sports organisations.

This is a hands-on leadership role requiring exceptional communication skills, creativity, editorial judgement and a passion for producing content that supporters genuinely want to watch, read and share.

Key Responsibilities

Communications & Media

- Lead the Club's communications strategy across men's, women's and pathway cricket.
- Develop and deliver an integrated communications and content calendar aligned to cricket, commercial and community activity.
- Lead all Club announcements, player news, team news, feature stories, sponsor and partner communications.

- Act as the Club's primary media contact, building strong relationships with local, regional and national media.
- Prepare press releases, media briefings and interview opportunities.
- Support crisis communications and protect the Club's reputation when required.
- Ensure all communications are timely, accurate, to an excellent standard and aligned with the Club's values.

Content & Storytelling

- Develop and deliver the Club's digital-first content strategy.
- Own the editorial direction across website, social media and video platforms.
- Identify and tell compelling stories from across Gloucestershire Cricket, including players, coaches, members, community programmes and commercial partners.
- Plan and oversee written, video, photography and graphic content.
- Ensure a consistent tone of voice and visual identity across all Club channels.
- Lead creative planning around key moments throughout the season.

Digital & Social Media

- Lead the Club's social media strategy across all platforms.
- Drive audience growth, engagement and supporter interaction.
- Oversee website content, editorial planning and publishing.
- Monitor platform performance and identify opportunities to improve reach and engagement.
- Develop new content formats and digital initiatives to reach younger and more diverse Bristol audiences.
- Build relationships with influencers, creators and digital partners to extend the Club's reach.

Matchday Content & Live Coverage

- Lead all content planning for domestic and international matchdays.
- Oversee live digital coverage across social media, website and video platforms.
- Coordinate photographers, videographers, freelancers and production partners.
- Manage post-match content including reports, interviews and highlights.
- Support the delivery of an engaging matchday experience through digital storytelling and supporter communications.
- Work evenings and weekends in line with the fixture calendar.

Team Leadership

- Lead, motivate and develop the Club's content team.
- Set priorities and maintain consistently high creative standards.
- Provide coaching and regular feedback.
- Manage interns, freelancers and agency support where required.
- Foster an ambitious, collaborative and innovative team culture.

Stakeholder Management

- Build strong relationships with players, coaches and cricket operations to uncover stories and create engaging content.
- Work closely with Commercial, Marketing, Ticketing and Operations teams as well as the ECB to support Club objectives.
- Deliver communications support for sponsors, partners and community programmes.
- Represent the Club professionally with media, governing bodies and external stakeholders.

Experience & Skills

Essential

- Experience in a communications, content or media leadership role.
- Experience managing social media and digital content.
- Outstanding written and verbal communication skills.
- Exceptional storytelling ability.
- Experience producing high-quality written, video and visual content.
- Experience managing media relations.
- Experience leading or mentoring others.
- Strong organisational skills with the ability to manage multiple deadlines.
- A strong understanding of cricket and the wider sporting landscape.
- Comfortable working in a fast-paced live events environment.

Desirable

- Experience within professional sport.
- Photography or videography experience.
- Adobe Creative Suite (Premiere Pro, Photoshop or similar).

- Experience using CMS platforms and website management.
- Knowledge of livestream or digital broadcast production.
- Experience working with influencers or content creators.

Personal Attributes

- Creative, curious and full of ideas.
- Excellent storyteller with strong editorial judgement.
- Highly organised and proactive.
- Confident building relationships at all levels.
- Positive, collaborative and resilient.
- Comfortable working under pressure and meeting tight deadlines.
- Passionate about sport and creating memorable supporter experiences.
- Willing to work evenings and weekends throughout the cricket season.

Success Measures

The successful candidate will:

- Grow the Club's digital audience and engagement across all major platforms.
- Increase the reach and quality of media coverage.
- Deliver engaging content that strengthens supporter connection.
- Maintain consistently high standards across every communication.
- Deliver outstanding live matchday content throughout the season.
- Successfully develop and inspire the content team.

Why Join Gloucestershire Cricket?

- Help shape the voice of one of the UK's most ambitious cricket clubs.
- Lead communications across domestic and international cricket.
- Work with elite athletes, coaches and major events.
- Be part of an ambitious commercial and audience growth strategy.
- Join a collaborative team committed to innovation and continuous improvement.

To Apply

Please email recruitment@glosccc.co.uk with your CV and a short covering letter outlining why you are interested in the role.

Applications close: 9:00am Monday 3 August

First interviews: Week commencing 10 August

Inclusion & Accessibility

We are an equal opportunity employer and encourage applications from all qualified candidates. We value diversity and are committed to creating an inclusive environment for everyone. If you require any accommodations during the application or interview process, please let us know - we are here to support you throughout.