

**Job Title:** Membership & Revenue Growth Manager

**Location:** The Seat Unique Stadium, Nevil Road, Bristol, UK

**Reports To:** Head of Audience Development

**Contract Type:** Full-time, Permanent

**Salary:** Competitive, dependent on experience

## **About Gloucestershire County Cricket Club**

Founded in 1870, Gloucestershire County Cricket Club is one of the 18 first-class counties in English cricket. Based at the iconic Seat Unique Stadium in Bristol, the Club has a proud heritage and an ambitious future on and off the pitch. As part of our commitment to grow the game and bring more people into cricket, we are investing in a new role focused on growing membership, matchday audiences and long-term supporter loyalty.

## **Role Purpose**

The Membership & Revenue Growth Manager will play a central role in growing Gloucestershire Cricket's supporter base by turning interest into attendance, attendance into membership, and members into long-term advocates for the Club.

This is a hands-on, commercially focused role responsible for designing and delivering growth initiatives across memberships and group ticket sales. Using audience insight, data and systems, proactive selling and relationship-building, the role will turn opportunity into measurable growth with clear accountability for revenue and volume targets, and a visible impact on the Club's future growth.

If you're motivated by targets, enjoy building relationships, and want to see your work come to life on matchdays, this role offers real ownership and momentum.

## **Key Responsibilities**

### **Membership & Group Revenue Growth**

- Be accountable for delivering agreed revenue and volume targets for memberships and group sales.
- Track performance regularly, using KPIs to maintain clear visibility of initiatives and opportunities.

- Introduce and adapt activity throughout the season to maximise results and deliver against targets.

### **Membership Growth & Retention**

- Design and deliver initiatives to drive member renewals and new member acquisition.
- Identify priority audiences and segments using CRM, ticketing and audience data.
- Plan and execute campaigns and activity that convert interest into membership sales.

### **Group Sales Growth**

- Actively seek out and convert group sales opportunities across key audiences and sectors.
- Build relationships with businesses, community organisations, schools, sports clubs, cricket clubs and other 20+ group audiences.
- Plan and deliver targeted campaigns and outreach activity to drive group ticket sales.

### **Member Engagement & Community**

- Be a visible, proactive and welcoming presence for members including working matchdays as key engagement moments.
- Plan and deliver member engagement initiatives and events (e.g. junior member days, social events, member experiences).
- Build a strong sense of belonging, advocacy and community among members, encouraging repeat engagement and word-of-mouth promotion.

### **Data, Systems & Insight**

- Confidently use CRM, ticketing and audience systems to segment audiences, track performance and identify opportunities.
- Use insight to prioritise activity, improve performance and inform future planning.

### **Collaboration & Relationships**

- Work closely with Marketing, Ticketing and the Gloucestershire Cricket Foundation to align activity and delivery.

- Represent the Club positively with members and external stakeholders, strengthening relationships and trust.
- Build internal and external relationships that support both short-term delivery and long-term growth.

## **Experience & Skills Required**

### **Essential**

- Strong commercial mindset with accountability for revenue and targets.
- Experience in a membership, sales, commercial or customer-facing role.
- Evidence of delivering campaigns, initiatives or targets with measurable outcomes.
- Confident using data and CRM systems to guide decisions and prioritise activity.
- Excellent relationship-building and communication skills with diverse audiences.
- Highly self-driven, resilient and motivated to see results.
- Organised, reliable and action oriented. Comfortable picking up the phone and opening a dashboard.

### **Desirable**

- 3+ years' experience in a membership or customer-focused environment (sport, leisure, hospitality or events).
- Exposure to sales, account management or commercial roles.
- Experience running campaigns or initiatives end-to-end.
- Familiarity with CRM, ticketing or marketing automation platforms.
- Understanding of cricket and the cricket landscape (desirable but not essential).

### **Personal Attributes**

- Naturally curious and keen to learn.
- Takes pride in outcomes, not just activity.
- Comfortable with pace, responsibility and change.
- Enjoys working towards clear goals and seeing tangible results.

- Willing and available to work matchdays and events.

### **Success Measures**

- Defined and delivered a clear membership growth plan with measurable initiatives.
- Achieved membership renewal and new acquisition targets for the season.
- Built and delivered a group sales plan with clear revenue impact.
- Demonstrated consistent, data-led decision making to improve performance.
- Built strong relationships with members, colleagues and external stakeholders.
- Captured insights and learning to inform future seasons' growth plans.

### **Why Join Gloucestershire Cricket?**

- Play a key role in shaping the future growth of a historic Club.
- Work from a vibrant stadium in the heart of Bristol.
- Have clear ownership, accountability and impact.
- Competitive salary and benefits.
- Flexible working options within an inclusive environment.

### **To Apply**

To apply for this role, please email [recruitment@glosccc.co.uk](mailto:recruitment@glosccc.co.uk) with your CV and a covering letter outlining your suitability and motivation for applying.

### **Key Dates**

- Applications Open: Friday 30th January 2026
- Application Deadline: Wednesday 18th February 2026 at 9:00 AM
- Interviews Scheduled: Thursday 26<sup>th</sup> February 2026

### **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.