



Job Title: Marketing & Communications Manager

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

Reports To: Head of Audience Development

Direct Reports: 3

Contract Type: Full-time, Permanent

Role Purpose

Gloucestershire Cricket is seeking an experienced and proactive Marketing & Communications Manager to lead the Club's communications, content and campaign delivery activity.

This role is responsible for ensuring Gloucestershire Cricket and the Seat Unique Stadium are effectively promoted across digital channels, media platforms and marketing campaigns, whilst supporting audience growth, ticket sales, memberships, commercial partnerships and fan engagement.

Leading a team, you will oversee content planning, communications, media relations, matchday experience and campaign execution across men's and women's cricket, as well as major domestic and international fixtures hosted by Gloucestershire Cricket.

Working closely with the Head of Audience Development and wider commercial team, you will help deliver audience growth plans while maintaining high-quality communications and content across all Club channels.

This is a hands-on role requiring strong communication skills, excellent organisation, proven leadership capability and a genuine understanding of cricket and the sporting landscape.

Key Responsibilities

Communications & Media

- Lead the Club's communications activity across men's and women's cricket.
- Develop and deliver a communications calendar aligned to cricket, commercial and community activity.
- Oversee the production of match reports, feature content, player announcements, team news and Club communications.

- Lead communications planning and delivery for major Club announcements, international fixtures, commercial partnerships and strategic projects.
- Act as the primary point of contact for local, regional and cricket media.
- Build and maintain positive relationships with journalists, media partners and key stakeholders.
- Support crisis communications and reputation management where required.
- Ensure all communications are accurate, timely and aligned with the Club's values and objectives.

Marketing Campaign Delivery

- Support the planning and delivery of ticketing, membership, hospitality, retail and event marketing campaigns.
- Coordinate campaign activity across website, email, social media, paid media and partner channels.
- Work closely with the Head of Audience Development and Membership & Revenue Growth Manager to deliver audience growth initiatives.
- Ensure marketing campaigns are delivered effectively and on schedule.
- Monitor campaign performance and identify opportunities to improve engagement and conversion.
- Work with internal departments and external agencies to maximise campaign impact.

Content & Digital Channels

- Lead content planning across the Club's digital channels.
- Oversee website content, social media output and digital storytelling.
- Ensure a consistent tone of voice and brand presence across all communications.
- Identify content opportunities across cricket, commercial, community and venue activity.
- Support the creation of engaging content including video, graphics, photography and written content.
- Manage the Club's content calendar and publishing schedule.
- Ensure positive supporter engagement across all digital platforms.

Matchday & Events

- Lead communications, content and promotional activity for Gloucestershire Cricket and international fixtures hosted at Seat Unique Stadium.
- Plan and oversee matchday communications across men's and women's cricket.

- Lead the production and delivery of the in-bowl matchday show, ensuring a high-quality and engaging spectator experience.
- Coordinate matchday content, announcements, entertainment, sponsor activations and supporter messaging.
- Oversee live matchday coverage across digital channels and media platforms.
- Manage matchday communications teams, photographers, freelancers and production partners as required.
- Support the delivery of major events, hospitality functions and Club activations.
- Work evenings and weekends in line with the fixture calendar.

Budget & Resource Management

- Manage the communications budget, ensuring activity is delivered effectively and within agreed expenditure levels.
- Monitor campaign spend and evaluate return on investment across marketing and communications activity.
- Work with the Head of Audience Development to allocate resources and prioritise activity against Club objectives.
- Manage relationships with external suppliers, agencies and production partners to maximise value and effectiveness.

Team Leadership & Management

- Lead, motivate and support the Communications team.
- Set priorities, allocate workload and ensure delivery against objectives.
- Provide coaching, development and regular feedback to team members.
- Manage freelancers, interns and agency partners where required.
- Foster a positive, collaborative and high-performing team culture.
- Ensure the team delivers high-quality communications, content and campaign support across all areas of the Club.

Stakeholder Management

- Work closely with cricket operations, coaches, players and support staff to identify stories and communications opportunities.
- Collaborate with commercial, ticketing, membership and operations teams to support Club objectives.
- Manage relationships with sponsors, partners, community organisations and media stakeholders.
- Support communications requirements for commercial partnerships and community initiatives.

Experience & Skills Required

Essential

- Experience in a marketing, communications, media or content leadership role.
- Excellent written and verbal communication skills.
- Strong understanding of media relations and stakeholder management.
- Experience managing digital channels and content planning.
- Experience leading, managing or mentoring team members.
- Strong organisational skills with the ability to manage multiple projects and deadlines.
- Experience producing engaging content across a variety of channels.
- Ability to work effectively in a fast-paced environment.
- Strong understanding of cricket and the wider sporting landscape.
- Experience planning and delivering live event or matchday activity.

Desirable

- Experience within professional sport, media or live events.
- Experience managing websites and email marketing platforms.
- Understanding of audience growth, ticketing or membership marketing.
- Experience managing external agencies and suppliers.
- Experience analysing campaign and content performance.
- Knowledge of livestream and digital broadcast operations.

Personal Attributes

- Strong communicator and relationship builder.
- Organised, proactive and solutions-focused.
- Creative with excellent attention to detail.
- Positive and collaborative leader.
- Comfortable taking ownership and making decisions.
- Passionate about sport and supporter engagement.
- Flexible and willing to work evenings, weekends and matchdays.
- Calm under pressure and able to manage competing priorities.

Success Measures

The successful candidate will:

- Deliver high-quality communications across all areas of the Club.

- Lead effective matchday communications and supporter engagement activity.
- Successfully deliver communications and content plans for domestic and international fixtures.
- Ensure consistent and engaging content across all digital channels.
- Successfully manage and develop the Communications team.
- Deliver campaigns on time and within budget.
- Build strong relationships with media, stakeholders and internal teams.
- Support audience growth, ticket sales and membership objectives through effective communications and campaign delivery.

Why Join Gloucestershire Cricket?

- Play a leading role in one of the UK's most ambitious cricket clubs.
- Lead communications across domestic and international cricket.
- Manage and develop a talented and growing team.
- Work closely with senior leadership to help shape supporter engagement and audience growth.
- Be part of a collaborative and ambitious culture focused on long-term success.

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 22 June

First interviews: Week commencing 29 June

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.

