



## **Job Title: Marketing & Communications Executive**

Location: The Seat Unique Stadium, Nevil Road, Bristol, UK  
Reports To: Marketing & Communications Manager  
Contract Type: Full-time, Permanent

### **Role Purpose**

Gloucestershire Cricket is looking for a proactive and creative Marketing & Communications Executive to help grow audiences and support the delivery of marketing campaigns, communications activity and matchday coverage across the club.

This is a hands-on role that combines campaign delivery, content creation, digital marketing and matchday comms. Working across men's and women's cricket, you will play a key role in keeping supporters, members, partners and media informed and engaged through the Club's digital channels and communications platforms.

You will work closely with colleagues across the Club, external agencies and commercial partners to create compelling content, deliver effective campaigns and support Gloucestershire's continued growth on and off the field.

This role is ideal for someone early in their marketing or communications career who is ambitious, organised, creative and keen to develop within a fast-paced sporting environment.

### **Key Responsibilities**

#### **Website, Email & Digital Channels**

- Create and maintain website content, news stories and fixture information to ensure content remains accurate, engaging and up to date.
- Build and send email campaigns aligned to key announcements, sales windows and club communications.
- Support the coordination of content across website, email and social platforms.

#### **Communications & Media**

- Produce website stories, match reports and feature content across men's, women's cricket.
- Support the delivery of media and communications activity across the Club.

- Assist with the production of team news, player announcements and key Club communications.
- Work closely with cricket operations, coaches and players to identify stories and content opportunities.
- Support media requests and maintain positive relationships with local and regional media.

### **Content Creation**

- Create engaging content for social media platforms and digital channels.
- Film and edit short-form video content including behind-the-scenes and matchday footage.
- Support the creation of graphics and promotional assets.
- Support the day-to-day management of the Club's digital channels and online community.

### **Matchday & Events**

- Support live matchday coverage for men's and women's teams across digital channels.
- Produce match reports, post-match content and key communications outputs.
- Assist with content production for in ground and online platforms.
- Work evenings and weekends in line with the fixture calendar.

### **Team Support**

- Assist with internal and external communications as required.
- Collaborate with cricket teams, commercial, operations and foundation teams to gather content and information.

## **Experience & Skills Required**

### **Essential**

- Experience (professional or voluntary) in a marketing, digital or content role.
- Strong written communication and storytelling skills.
- Confident using social media platforms in a professional context.
- Basic video editing and graphic design skills (Adobe Creative Suite or similar).
- Organised, reliable and able to manage multiple tasks with attention to detail.
- Interest in sport, events or live entertainment.
- Ability to produce accurate, engaging content to tight deadlines.

### **Desirable**

- Experience updating website content through a CMS.

- Experience creating and sending email campaigns.
- Knowledge of cricket and the wider sporting landscape.
- Experience covering live events or matchday activity.

### **Personal Attributes**

- Creative and proactive.
- Strong communicator
- Eager to learn and develop.
- Positive and team-oriented.
- Comfortable taking initiative and ownership.
- Flexible and willing to work matchdays and events.
- Organised and reliable.

### **Success Measures**

- Delivered engaging and consistent digital content.
- Supported successful marketing campaigns across the season.
- Contributed positively to matchday coverage and audience engagement.
- Supported ticketing and membership growth by delivering timely, engaging and commercially aligned campaign content.

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

- Work in a vibrant sporting environment in Bristol.
- Gain hands-on experience across all areas of marketing.
- Be part of an ambitious team focused on growth.
- Development opportunities within a supportive environment.

### **To Apply**

Please email [recruitment@glosccc.co.uk](mailto: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.