

Marketing & Content Executive

Location: Seat Unique Stadium, Nevil Road, Bristol

Reports to: Head of Commercial Facilities

Contract Type: 12 Month, Fixed term.

Role Purpose

Gloucestershire County Cricket Club is looking for a creative, proactive and commercially minded Marketing & Content Executive to drive awareness, engagement and growth across its two key commercial facilities: BS7 Gym and The Bristol Pavilion.

This is a hands-on role combining digital marketing, content creation, campaign delivery and audience development. You will be responsible for bringing both facilities to life across digital and physical channels, creating compelling content and delivering marketing activity that attracts new customers, strengthens existing relationships and increases revenue.

Working closely with the Head of Commercial Facilities and the wider teams at BS7 Gym and The Bristol Pavilion, you will develop and deliver marketing campaigns that support gym membership growth, customer retention, personal training and fitness services, as well as conference, meeting, private dining, hospitality and event bookings at The Bristol Pavilion.

You will take day-to-day ownership of relevant social media channels and digital content, producing engaging video, photography, graphics and written communications. You will also identify opportunities to improve our digital presence, generate new business leads, promote offers and experiences, and make better use of customer data to support targeted marketing.

This is an opportunity for someone who enjoys combining creativity with commercial results, taking ownership of projects and helping two established facilities reach their full potential.

Key Responsibilities

1. Marketing, Social Media & Content

- Take day-to-day ownership of the social media channels and digital content for BS7 Gym and The Bristol Pavilion.
- Plan, create, edit and publish engaging video, photography, graphics and written content across relevant digital platforms.
- Develop a consistent content calendar that reflects the individual audiences, priorities and commercial objectives of both facilities.
- Produce platform-specific content that increases brand awareness, reach, engagement and enquiries.
- Identify relevant social media trends, new formats and creative opportunities to improve the performance of our content.
- Create compelling customer stories, testimonials, case studies and behind-the-scenes content that showcase the quality, facilities and experiences available.
- Maintain consistent brand identities, messaging and tone of voice across all marketing channels.

- Monitor content performance and use insights to refine future activity.

2. Campaigns & Commercial Growth

- Develop and deliver marketing campaigns that support membership growth, customer retention and revenue generation across BS7 Gym and The Bristol Pavilion.
- Work with the Head of Commercial Facilities to translate commercial objectives into clear marketing plans, campaigns and measurable outcomes.
- Create and promote offers, packages, seasonal campaigns and new products that encourage enquiries, bookings and purchases.
- Support customer acquisition at BS7 Gym through targeted membership campaigns, referral initiatives, personal training promotion and the marketing of fitness facilities and services.
- Drive awareness and sales enquiries for The Bristol Pavilion's conference, meetings, private dining, hospitality and event facilities.
- Develop campaigns targeting relevant audiences, including local businesses, event organisers, conference bookers, private party customers, prospective gym members and existing members.
- Work with the wider commercial teams to support the promotion of larger events, seasonal experiences and new revenue-generating opportunities.
- Ensure marketing activity has clear objectives and calls to action, with a focus on converting engagement into enquiries, memberships and bookings.
- Evaluate campaign effectiveness and recommend improvements based on results.

3. Digital Marketing & Audience Development

- Improve the digital presence of BS7 Gym and The Bristol Pavilion, ensuring both facilities are represented effectively across relevant online channels.
- Maintain and update website content, landing pages, promotional information and online listings as required.
- Support the development of paid and organic digital marketing campaigns, including social media advertising, search marketing and targeted promotional activity.
- Work to improve search visibility and ensure prospective customers can easily discover our facilities, services and packages online.
- Identify opportunities to reach new audiences through local marketing, business networks, community partnerships and relevant promotional channels.
- Develop and implement customer acquisition and retention campaigns using available customer data and marketing platforms.
- Support the collection and effective use of customer information, ensuring marketing activity complies with applicable data protection and electronic marketing requirements.
- Explore opportunities to improve the customer journey from initial awareness through to enquiry, booking, membership and repeat purchase.
- Manage a forward marketing and content calendar aligned with commercial priorities and key dates.

4. The Bristol Pavilion: Events & Venue Marketing

- Develop and deliver marketing activity to promote The Bristol Pavilion as a leading venue for conferences, meetings, private dining, celebrations, hospitality and events in Bristol.
- Create engaging content that showcases the venue's spaces, facilities, catering, service and range of event possibilities.
- Support the promotion of event packages, seasonal offers, private functions and new commercial products.
- Work with the sales and events team to generate qualified enquiries and support the conversion of prospective customers into confirmed bookings.
- Produce marketing materials, promotional campaigns and content to support venue sales activity.
- Help build awareness of The Bristol Pavilion among local businesses, event organisers, agencies and private customers.
- Capture and use appropriate photography, video, testimonials and case studies from completed events to demonstrate the venue's capabilities and encourage future bookings.
- Identify opportunities to promote quieter periods, develop new audiences and increase utilisation of the venue throughout the year.

5. BS7 Gym: Membership & Fitness Marketing

- Develop marketing campaigns designed to attract new members, improve retention and support the long-term growth of BS7 Gym.
- Promote gym facilities, equipment, group exercise, personal training and other services through engaging content and targeted campaigns.
- Support membership offers, referral schemes, joining incentives and other initiatives designed to generate new sign-ups.
- Create content that showcases the gym community, member achievements, trainer expertise and the benefits of being part of BS7 Gym.
- Work with the gym team to identify opportunities to improve the member experience and communicate relevant news, improvements, offers and updates.
- Support campaigns that encourage existing members to make greater use of available services and facilities.
- Help position BS7 Gym as an attractive, inclusive and community-focused fitness facility within the local Bristol market.
- Monitor the effectiveness of membership campaigns and use available data to identify opportunities for further growth.

Experience & Skills

Essential

- Experience in a marketing, digital marketing, social media or content creation role.
- Strong understanding of social media platforms, digital content and current online trends.
- Ability to film, edit and produce engaging short-form video and photography.
- Excellent writing, copywriting and communication skills.
- Experience planning and delivering marketing campaigns to defined objectives.

- Ability to turn commercial priorities into engaging marketing content and promotional activity.
- A good understanding of how digital marketing supports customer acquisition, retention, lead generation and sales.
- Strong organisational skills, with the ability to manage multiple projects and deadlines.
- A proactive approach, with the confidence to take ownership of projects and work independently.
- Strong interpersonal skills and the ability to work effectively with colleagues across different teams.
- Commercial awareness and an interest in using data to measure performance and improve results.
- Competence with common digital tools and marketing platforms.

Desirable

- Experience managing paid social media campaigns or other forms of digital advertising.
- Experience using email marketing platforms, customer relationship management (CRM) systems or marketing automation tools.
- Experience updating websites and using content management systems.
- Knowledge of search engine optimisation (SEO) and search engine marketing (SEM).
- Experience using analytics tools to measure campaign performance and customer behaviour.
- Experience with Adobe Creative Suite, Canva or equivalent design and editing software.
- Experience developing marketing campaigns that generate measurable sales, memberships or bookings.
- Photography, graphic design and wider creative production skills.

About You

You'll be:

- **Creative and curious** – always looking for new ideas, better ways to communicate and opportunities to showcase our facilities.
- **Commercially focused** – understanding that marketing must deliver tangible results, not just likes and engagement.
- **Proactive and accountable** – comfortable taking ownership of activity, managing deadlines and seeing projects through to completion.
- **Digitally savvy** – confident using social media, digital marketing tools and emerging content formats to reach audiences.
- **Audience-focused** – able to understand different customer groups and create content that motivates them to take action.
- **Organised and adaptable** – capable of balancing the needs of two different commercial facilities in a busy working environment.
- **Collaborative** – willing to work closely with sales, operations, gym and events teams to achieve shared objectives.
- **Growth-minded** – motivated by the opportunity to develop established facilities, reach new customers and contribute directly to commercial success.

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.

Equal Opportunities and Inclusivity Statement

As an equal opportunities employer, Gloucestershire County Cricket Club is committed to the equal treatment of all current and prospective employees. We are committed to providing equal opportunities for everyone and creating an inclusive environment where all individuals are valued, respected and treated fairly, regardless of their background or personal circumstances. We aim to create a diverse and inclusive workplace and encourage applications from people of all backgrounds.

We recognise that candidates may not meet every desirable criterion, so we encourage you to apply if you feel your skills and experience are a good match for the role. If you require any reasonable adjustments during the recruitment process or would like to apply in an alternative format, please contact recruitment@glosccc.co.uk and we will be happy to support you.