



## **Media and Communications Manager**

An opportunity has arisen to join Sussex Cricket Limited as Media and Communications Manager. This role sits within the Commercial Department, reporting to the Commercial Director.

The Media and Communications Manager will be responsible for managing the organisation's communications, creating web content, sourcing and delivering positive PR stories, as well as managing all media relationships.

We are looking for a team-player who can also work autonomously whilst ensuring shared outcomes are achieved. You will be an experienced communications professional and bring an innovative approach to maximising the organisation's communications and media opportunities, in addition to planning and delivering short, medium and long term communications strategies that support the organisation's overall strategic aims.

The ideal candidate will be an experienced communications professional, with a background in either media relations, public relations or journalism. They will have a successful track record in creating engaging content that furthers strategic aims, building fruitful relationships with local, national and specialist media personnel, organising and running media events, and devising and executing communications projects and strategy. Experience of working with professional sportspeople or other high profile individuals would be useful, but not essential. Experience in crisis communications would be an advantage.

Within this role you will work closely with the Marketing Manager and Social Media Manager, with a remit that encompasses the entire Organisation. You will play a pivotal role in the effective delivery of the commercial, marketing and communication strategies from a communications, press and broadcast perspective.

This role will require the successful candidate to be flexible and willing to work irregular working patterns in response to operational needs, particularly during the cricket season, this includes weekend and evening working.

### **Equal Opportunities**

Sussex Cricket is committed to ensuring that all job applicants and colleagues do not receive less favourable treatment or are discriminated against, on the grounds of their age; disability; gender; marriage and civil partnership; pregnancy or maternity; race; religion or belief; sex or sexual orientation.

To apply, please send a covering letter setting out how you meet the requirements of the role and the person specification with your CV to [recruitment@sussexcricket.co.uk](mailto:recruitment@sussexcricket.co.uk).

### **Closing Date**

Sunday 30th January 2022, however we reserve the right to close this advertisement early if deemed necessary.

Please note that applications received after this time will not be considered.

No agencies thank you.



## Job Description

<b>Job Title:</b>	Media and Communications Manager
<b>Reports to:</b>	Commercial Director
<b>Location:</b>	Sussex Cricket Limited, The 1 <sup>st</sup> Central County Ground, Hove Flexible working from home incorporated within the role
<b>Hours:</b>	Full-time plus all home and away matches in addition to major events. Regular weekend and evening work required, particularly during the cricket season
<b>Salary:</b>	Competitive plus 25 days' annual holiday

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### Role Purpose

- Accountable for ensuring the organisation's communications are consistent with the Communications strategy, personally delivering a high level of accurate and relevant content throughout.
- Ensuring the Communications are supportive of the Marketing and Social Media strategies
- Work closely with the Chief Executive, Director of Cricket, Commercial Director and the wider Commercial team to manage key channels of communication to Sussex Cricket stakeholders.
- Responsible for developing positive and professional relationships with the media, maximising all media opportunities for Sussex Cricket and the Sussex Cricket Foundation, to be perceived in a favourable light.
- Proactively seek out and develop PR opportunities to promote the wider organisation.

### Primary responsibilities

- Create an annual communications plan to be delivered through a variety of media outlets, including, Sussex Cricket websites, local and national press, blogs, newsletters, editorials, and advertorials.
- Ensure the communications plan is supportive of the organisation's marketing and social media plans
- Oversee all match-day contracted media and communicate with third-party stakeholders (photographers, journalists, ECB, Sky TV).
- Ensure high standards of journalism, accuracy and presentation are maintained in all content produced (digital and written).
- Produce and distribute all press releases.
- Oversee the production, and compile provide content for, the members welcome book, annual handbook, match-day programmes, scorecards and other membership and match-day material.
- Update the Sussex Cricket website content on a regular and agreed basis.
- Produce the 1st XI, 2nd XI and the Academy match reports in a timely and efficient manner.
- Ensure that all printed and digital material associated with Sussex Cricket is of a standard that reflects positively on the organisation.



- Act as the main point of contact between the media and the organisation and become the gatekeeper for arranging interviews with players, coaches, and other members of staff.
- Ensure that Sussex Cricket staff, the Sussex Cricket Board and the Sussex Cricket Foundation Trustees receive written communications making them aware of current plans and developments.
- Work closely with the relevant England and Wales Cricket Board (ECB) departments.
- Plan and deliver the annual Press Day.
- Oversee and deliver all match-day press requirements.
- Manage all media-related incidents and develop appropriate solutions to mitigate any risk to the organisation.
- Assist the Commercial Department with written promotional materials, including writing the content and proof-reading.
- Produce and publish player interviews.
- Proactively drive PR activities to promote the whole organisation.
- Work alongside the Commercial Department to fulfil sponsors' requirements and assist with media-related activities.
- Management of player appearance, whether with the media or partners of the organisation
- Any other reasonable requests as deemed appropriate by the Chief Executive.

### **Secondary responsibilities**

- Work with the wider team to produce, edit and post the match highlights.
- Support the Social Media Manager with coverage of the organisation's social media channels when required
- Support the Marketing Manager with copy and various other requirements to ensure the marketing plan delivered



<b>1. Qualifications</b>	
	<ul style="list-style-type: none"> <li>• Relevant Degree - preferable</li> </ul>
<b>2. Professional Experience</b>	
	<ul style="list-style-type: none"> <li>• Minimum 3 years' proven success in a similar media/journalist role, preferably within professional sport.</li> <li>• Extensive experience of writing media releases, preferably in a professional sports environment</li> <li>• Experience of proactive PR and communications activity, including generating positive press coverage</li> <li>• Managing crisis communications</li> </ul>
<b>3. Skills &amp; Knowledge</b>	
	<ul style="list-style-type: none"> <li>• Excellent communication skills, both written and verbal</li> <li>• A highly accurate approach with an eye for detail</li> <li>• Extensive experience of writing press releases (preferably in a professional sports environment – cricket)</li> <li>• Experience of working with the media in professional sport</li> <li>• Thorough understanding and appreciation of cricket</li> <li>• Experience of writing website copy</li> <li>• Experience of writing match reports in professional sport</li> <li>• Experience of writing blogs</li> <li>• Experience of writing editorial and advertorial</li> <li>• Experience of pro-actively building relationships within the media to assist with PR-related activities</li> <li>• Experience of managing and writing crisis communications</li> <li>• Competent IT skills to include experience of: <ul style="list-style-type: none"> <li>○ Producing professional, clear written reports in Microsoft Word</li> <li>○ Producing and analysing data in Microsoft Excel</li> <li>○ Email applications such as Microsoft Outlook</li> </ul> </li> <li>• Basic video editing skills, ideally through Adobe Premiere</li> </ul>
<b>4. Personal qualities</b>	
	<ul style="list-style-type: none"> <li>• A team-player who can motivate and inspire others to achieve excellence</li> <li>• Ability to build and maintain relationships with stakeholders at all levels</li> <li>• Credibility with the media</li> <li>• High level of confidentiality</li> <li>• Tactful and diplomatic</li> <li>• Attention to detail and highly accurate output</li> <li>• Emotionally intelligent</li> <li>• Collaborative</li> <li>• Ability to work using own initiative and under pressure</li> <li>• Resilient</li> <li>• Values-driven</li> <li>• Open and approachable</li> <li>• Sense of humour</li> <li>• Sound independent judgment</li> </ul>



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|  | <ul style="list-style-type: none"><li>• Ability to deal with conflicting priorities yet remain calm</li><li>• Proactive approach</li><li>• Ability to prioritise</li><li>• A professional attitude and appearance</li><li>• A positive approach and a “can-do” attitude</li><li>• Flexibility with regards to working hours and patterns of working, to include weekend and evening working</li><li>• A commitment to continuous improvement</li><li>• A willingness to step outside the role where required</li></ul> |
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