



An exciting new opportunity has arisen in the Commercial Department for Sussex Cricket. We are looking for a Marketing Senior Executive with experience in delivering exciting digital and print campaigns, with extensive knowledge of CRM systems.

The successful candidate will work alongside a newly formed Media team within the Commercial department and will be responsible for the delivery of marketing activity in line with the marketing strategy for Sussex Cricket Ltd and Sussex Cricket Foundation.

To apply, please submit your CV to [sam.holder@sussexcricket.co.uk](mailto:sam.holder@sussexcricket.co.uk) by no later than Monday 25th November 2024.

### Job Description

<b>Job Title:</b>	Digital, Communications and Content Executive
<b>Reports to:</b>	Media and Communications Manager
<b>Location:</b>	Sussex Cricket, The 1st Central County Ground, Hove with work at the out-ground cricket festivals
<b>Hours:</b>	Full-time plus all home matches and some away in addition to major events. Regular weekend and evening work required, particularly during the cricket season
<b>Salary:</b>	Circa £24k

---

### Job Purpose

- Operate the live stream of all non-televised Sussex CCC/Sussex Sharks home matches throughout the 2025 season
- Work with other key stakeholders to continually improve and develop the quality of the production
- Create digital content for both the Men's and Women's first team

### Key Responsibilities

- Operate the live stream broadcast of every 'non-televised' Sussex men's home game in the Vitality County Championship, Metro Bank One Day Cup, Vitality Blast and other matches deemed appropriate



- Utilise the system provided to its fullest extent for provision of graphics, replays, statistical content, packages and other content such as ad reels, pre-match line-ups and interviews
- Occasionally produce non-live content for the production and wider distribution on Club channels
- Help develop the 'look and feel' of the broadcasts through developments in graphics, production capabilities and editorial creativity
- Develop a strong relationship with those responsible for streaming at the ECB and the Club's pro department (staff and players), to ensure we receive all technical support and product updates required
- Support the Club's marketing team to promote the stream, increase viewing numbers and watch times
- Work alongside the Social Media Manager and Media & Communications Manager to create content for all of Sussex's digital channels including social, website and email marketing systems
- Ownership of the growth and development of the Sussex Women's digital channels
- Develop written and creative assets to support the promotion of both the Men's and Women's teams across all external channels
- **Assist the Sponsorship and Hospitality Manager to create and value social and digital media assets available for sponsorship**
- **Provide regular reports for our social media reach and engagement**
- **Collaborate with the Marketing Senior Exec to capture data from social media to grow the CRM database**

### Secondary responsibilities

- **Attend regular meetings with major sponsors and partners to ensure that their contractual marketing and social media requirements are completed**
- **Assist the Commercial team with matchday activation and fan engagement**



- **Support the Media and Communications Manager at the annual Press Day**
- **Support the Media and Communications Manager with media enquiries**
- **Other tasks relating to the role that the Chief Executive or Director of Growth may deem appropriate**