

Marketing Executive

Location: Sussex Cricket, The 1st Central County Ground, Hove with work at the out-ground cricket festivals

Hours: Full-time, including weekend and evening work

Salary: £24,000 per annum

Sussex Cricket is recruiting a Marketing Executive to deliver marketing activity in line with the marketing strategy for Sussex Cricket Ltd and Sussex Cricket Foundation. The successful candidate should be able to demonstrate:

- Experienced in CRM management with ability to build targeted/segmented email campaigns to drive ticket sales
- Experience with website CMS
- Experience assisting with social media channels
- Ability to edit, create and strategically publish graphics across social, email and website channels
- Leading the development and deployment of the Sussex brand identity across multiple touchpoints including social assets and all other marketing resources
- Responsible for all match day stadium branding and signage, including all printed branding and digital screen assets, in line with guidelines and to high standard
- Campaign tracking and reporting
- Proficient in Adobe Creative Cloud
- Delivery of matchday marketing materials and activations, including big screen and livestream digital ad reels

We are looking for a values-driven, resilient individual with excellent organisational skills. The ideal person must be flexible and willing to work irregular working patterns and unsociable hours in response to matchday needs.

Equal Opportunities

Sussex Cricket is committed to improving the diversity of our workforce. We welcome applicants from all walks of life and backgrounds who can bring diversity of thought and experience to the Club.

Sussex Cricket is committed to ensuring that all applicants 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.

Safeguarding

Sussex Cricket is committed to safeguarding- protecting children, young people and vulnerable adults. As such, all posts are subject to a process of vetting with the need for up-to-date DBS checks (if applicable) and the seeking of two work references that are satisfactory to Sussex Cricket.

Role Purpose

- To deliver marketing activity in line with the Marketing strategy for Sussex Cricket Limited (SCL) and Sussex Cricket Foundation (SCF) ('the Organisation')
- Deliver Match Day Activation and Fan Engagement
- Support third-party relationships and providers relating to the marketing of the Organisation
- Work with each functional area of the Organisation to ensure a coordinated marketing process
- Direct involvement in the marketing and communication strategies and their implementation
- Drive campaign activations and lead on tournament and match promotion activity

Primary responsibilities

- Supporting the development and deployment of the Sussex brand identity across multiple touchpoints including social assets and all other marketing resources
- Actioning the development of tournament and match promotion plans, including engaging with third party agencies appropriately to ensure flawless execution
- Responsible for all match day stadium branding, including all printed branding and digital screen assets, in line with guidelines and to high standard
- Support on the creation of the annual marketing strategy with support from the Director of Growth.
- With support and guidance from the Director of Growth, ensure the Organisations marketing is delivery in line with the marketing strategy
- Brand guardian for all content that is produced by the Organisation and their Creative and Digital partner
- Deliver all aspects of e-marketing and CRM audience collation, including the effective management of the Organisations Email and CRM partner, for the Organisation
- Provide regular reporting on the Organisations marketing reach and engagement
- Collaborate with the Social Media Manager and Media and Communications Manager to deliver the digital newsletter
- Ensure the effective use and management of the CRM system to ensure the organisations data and marketing is progressive
- Collaborate with the Ticketing Manager to ensure Membership communications are delivered to the correct audiences
- Ensure the organisations website, marketing content, ticketing spotlights and information is continually up to date
- Ensure the organisations Match Day Centre's and Live Streaming service are operational on match days and any other times deemed necessary
- Ensure marketing collateral (e.g. posters, adverts, email signatures) for the Organisation is briefed, produced and delivered on time via the Organisations Creative and Digital partner
- Liaison with key external stakeholders including management of Creative and Digital partners, CRM partner and other suppliers
- Manage and deliver Match Day Activation and Fan Engagement within budget agreed with the Director of Growth
- Ensure PA script, big screen assets and advertising reel is produced and updated for each match day and major event
- Act as the primary point of contact for the ECB in relation to marketing, Match Day planning, activation and fan engagement
- Assist the Director of Growth with processing of invoices relating to the marketing partnerships and/or relating to other suppliers