



An exciting new opportunity has arisen in the Commercial Department for Sussex Cricket. We are looking for a Social Media Manager to create exciting content to grow and develop our social media channels.

The successful candidate will be able to demonstrate experience in the production and distribution of successful social media content and campaigns.

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

Job Description

| | |
|--------------------|---|
| Job Title: | Social Media Manager |
| Reports to: | Media and Communication Manager |
| Location: | Sussex Cricket Limited, The 1 st Central County Ground, Hove |
| Hours: | Full-time plus all home and away matches in addition to major events. Regular weekend and evening work required, particularly during the cricket season |
| Salary: | Circa £30k |

Role Purpose

- Manage and drive engagement across Sussex Cricket's social media accounts
- Manage the growth and reach of social media across the organisation
- Ensure social media content is published in line with the communication and marketing strategies
- Management of third-party relationships and providers, supported by Director of Growth
- Working with each functional area of the organisation to ensure a coordinated social media and marketing process, maximising the effective use of a wide-range of social media tools
- Direct involvement in the marketing and communication strategies and their implementation

Key responsibilities

- Oversee the use of social media, paid and organic, across the organisation
- Develop and grow existing social media channels to increase and enhance fan engagement
- Responsible for the delivery of matchday social media
- Produce creative player-led content to increase social media engagement
- Manage the production and delivery of all social media requirements
- Deliver social media campaigns in line with sponsorship agreements



- Collaborate with the Marketing Senior Executive and Media and Communications Manager to create the annual marketing and communication strategies
- Provide regular reports for our social media reach and engagement
- Provide social media analytics and insights specific to sponsors and corporate partners
- Assist the Sponsorship and Hospitality Manager to create and value social and digital media assets available for sponsorship
- Ensure the social media strategy is market-leading and outcome led
- Manage the production and delivery of in-house video and digital marketing content requirements
- Collaborate with the Marketing Senior Executive to capture data from social media to grow the CRM database
- Ensure the social media and supplementary marketing is delivered in line with the marketing strategy
- Support the Marketing Senior Executive to ensure that brand guidelines are consistent throughout all content
- Collaborate with the Marketing Manager and Media and Communications Manager to deliver the bi-weekly digital and printed members newsletters
- Drive commercial revenue including sponsorship, hospitality, ticketing and membership sales through social media and other online platforms
- Support the Media and Communications Manager in delivering the communication strategy for the organisation

Secondary responsibilities

- Attend regular meetings with major sponsors and partners to ensure that their contractual marketing and social media requirements are completed
- Assist the Sponsorship and Hospitality Manager with the creation of end-of-year analytics and reporting decks to major partners
- Assist the Marketing Manager to ensure marketing collateral (e.g. posters, adverts, email signatures) is accurate and full proofed before sign off
- Assist the Marketing Senior Executive with Matchday activation and fan engagement within budget
- Assist the Marketing Senior Executive in all aspects of e-marketing and CRM audience collation for Sussex Cricket
- 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