



Gloucestershire Cricket Foundation

Marketing and Communications Manager

Full Time – Salary: £29,000 to £34,000 (depending upon experience), plus benefits

Free Gym & Gloucestershire County Cricket Club Memberships + Pension contribution + 45p business mileage rate + 20 days holiday (plus Bank Holidays and 2-week Christmas break) + other benefits

The Gloucestershire Cricket Foundation is responsible for all recreational and community cricket in Gloucestershire and Bristol. Our mission is to improve lives through the power of cricket by getting bats and balls into more people's hands. We aim to achieve this by creating, developing and delivering fun, safe, inclusive cricket activities for people of all abilities and backgrounds.

To raise the profile and promote the work of the Foundation we are excited to offer a full-time position to somebody with outstanding marketing and communications experience and a passion for increasing participation in cricket. As the Marketing and Communications Manager, you will produce and deploy a strategy that will help the Foundation reach and influence more people, building stronger connections with all of our key audiences, including clubs, schools, players, communities, partners and sponsors.

The scope of this role will include, but not be limited to;

- Developing and delivering a strong brand identity for the Foundation
- Managing the Foundation's website and social media channels
- Building our database and creating relevant, engaging communications for different segments
- Creating high quality marketing materials to promote our programmes of work
- Building good relationships with local media owners
- Enhancing relationships with partners and developing a plan to recruit new ones
- Event management, both face to face and digital
- Fundraising campaigns to help expand our scope of work
- Working with Gloucestershire CCC to better connect the professional and recreational games

The Foundation is looking for a highly motivated individual to join our dedicated and friendly team. You will have a proven ability to think strategically as well as manage the delivery of compelling communications. You will relish the challenge of finding fresh ways to engage our audiences and understand the role that different communication channels can play. You will have strong experience of content creation and production and be able to build strong relationships with a range of stakeholders.

The role will be ideal for someone who has strong team skills but is also confident working unsupervised and using your own initiative. You'll also need good administration, organisational and time-management skills and an eye for detail to ensure all work is delivered to a very high standard. If this sounds like you, and you have a passion for using cricket to improve people's lives, you'll find this a highly rewarding role.

To apply please complete the Employment Application Form, taking note of the Job Description, and email it to steve.silk@gloucestershirecricketfoundation.org, along with a covering letter.

- Deadline to apply, covering letter and application form - Sunday, 16th March 2025 (midnight).
- Shortlisting will take place during the week starting Monday 17th March and contact will be made with all applicants by end of work on Wednesday 19th March.
- The interview date is TBC but will be during the week of Monday 24th March.

We actively encourage interest from people with diverse backgrounds and experiences.

www.gloucestershirecricketfoundation.org

