



Gloucestershire Cricket Foundation

Marketing and Communications Manager – Job Description

Role:	Marketing and Communications Manager
Organisation:	Gloucestershire Cricket Foundation
Contract:	Permanent, 37.5 hours a week
Responsible to:	Chief Executive Officer
Salary:	£29,000 to £34,000 (depending on experience), plus benefits

Benefits include: Free Gym & Gloucestershire County Cricket Club Memberships + Auto enrolment pension + 45p business mileage rate + 20 days holiday (+ Bank Holidays and 2-week Christmas break) + other benefits.

Safeguarding Statement

The Gloucestershire Cricket Foundation is committed to safeguarding and protecting everyone that we work with. As such, all posts are subject to a safe recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services.

Job purpose and focus

The Gloucestershire Cricket Foundation has recently undertaken robust consultation to guide the production of 'Inspiring Gloucestershire, 2025-2029', Gloucestershire's recreational game strategy for the next 4 years. The results made it very clear that the work of the Foundation would benefit greatly from dedicated marketing and communications support to raise the profile of, and to promote the work of, the Foundation. We are excited to be able to offer a full time position for somebody with a passion for increasing participation and involvement within cricket, through outstanding marketing and communications, and to ensure that we meet our purpose of 'Improving lives through the power of cricket'.

Cricket is in an exciting place with more opportunities than ever before, enabling more people to come into the game. It is constantly evolving, being played in various locations, with different formats and is now a year-round sport. It allows more people from all walks of life to pick up a bat and ball whenever they want and enjoy the game at school, in a sports hall, community centre, astro turf, Multi-Use Games Area and of course, a club.

The Marketing and Communications Manager will lead on producing and delivering a Marketing and Communications Strategy that will help the Foundation to reach more people and achieve the objectives set out in Inspiring Gloucestershire. To support the delivery of that strategy, the role will include the following...

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- **Brand** – design and build up a bank of branded assets so whenever socials or marketing materials are developed, there is a very visible Gloucestershire Cricket Foundation identity.
- **Digital platforms** – take on the management of the Foundation’s website and social media channels, with the ambition of improving each method of communication to enable greater interaction.
- **Online newsletters** – produce regular e-newsletters, consisting of news stories, and information on relevant opportunities and programmes for stakeholders.
- **High quality marketing materials** – produce professional and high-quality marketing materials to support the promotion and celebration of programmes of work; including as examples; digital assets and the production of hard copy materials.
- **External media engagement** – build good relationships with media owners to get coverage of new stories and work programmes in local newspapers, radio and other media.
- **Partners and sponsors** – enhance the relationship with our partners and supporters to grow awareness of our work and create long lasting relationships. You will also help to develop a plan to identify, engage and recruit new commercial partners / sponsors.
- **Data and segmentation** – help to build our database and develop relevant and engaging communication plans for different segments.
- **Event management** – set up and manage a combination of face to face and digital events to engage different audiences.
- **Fundraising campaigns** – the Foundation will be deploying a range of initiatives to generate more revenue to expand our scope of work. You will be required to develop communications to support those activities and help us hit our revenue targets.
- **GCCC integration** – build good relationships with Gloucestershire CCC stakeholders to improve the way we use the professional game and players to inspire our recreational participants

The post holder will be expected to regularly monitor and evaluate the impact of marketing and communication activity, in order to ensure we are getting the maximum reach and exposure. As part of this you will be expected to explore how other similar sports bodies communicate with their key audiences to better understand what ‘good’ looks like.

We’re looking for someone who has some or all of the following credentials...

- Previous experience of planning, creating and deploying communications – either in commercial or not-for-profit organisations.

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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.

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