



# Gloucestershire Cricket Foundation

## Marketing and Communications Manager – Job Description

<b>Role:</b>	<b>Marketing and Communications Manager</b>
<b>Organisation:</b>	Gloucestershire Cricket Foundation
<b>Contract:</b>	Permanent, 37.5 hours a week
<b>Responsible to:</b>	Chief Executive Officer
<b>Salary:</b>	£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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- 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.

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

A horizontal strip of blue silhouettes depicting various sports activities. From left to right, it shows people jumping for a ball, kicking a soccer ball, a basketball player shooting, a person diving for a goal, a tennis player swinging a racket, a baseball batter hitting, a person bowling, and several children playing with balls. The background is white, and the silhouettes are a solid blue color.

- An ability to think strategically as well as managing the delivery of compelling communications
- Is creative and will relish the challenge of finding fresh, innovative ways to tell our story and engage our audiences.
- Understands the role of different communication channels/platforms and how they can best be deployed to connect with different audiences
- A good content producer – you can create engaging copy/content across written and video formats that will maximise engagement.
- Knowledge and experience working with web, social media and CRM platforms
- Comfortable with analysing and interpreting data.
- A strong communicator who will build good relationships with a diverse range of stakeholders including internal teams, club & community volunteers and local media.
- Able to work as part of a team, but also to work unsupervised and use your own initiative.
- Good organisation and time-management skills to ensure all work is delivered to a high standard and meet deadlines.
- A passion for cricket and extending participation and enjoyment in the game to a wider audience
- Committed to their own personal development, playing an active role in the professional development of their colleagues and always representing the Gloucestershire Cricket Foundation in a positive and professional manner.

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

### **Supervision and work planning**

The Marketing and Communications Manager will be employed by Gloucestershire Cricket Foundation and line managed by the Chief Executive. The Officer will work across the County of Gloucestershire and the City of Bristol and will have their offices at Seat Unique Stadium, Nevil Road, Bristol, BS7 9EJ.

The employee's normal working days will be Monday-Friday and will normally be expected to complete at least 37.5 hours in a week. The employee will not normally be required to work before 9am or after 5:30pm, however, due to the nature of the work involved in this position, the employee will be required to work some evenings and weekends. The post holder will be required to carry out their duties at such times and on such days that are the most effective to perform the responsibilities of the position.

The employee will be DBS checked, need a full driving licence and be able to drive.

### **General**

This job description outlines the principal accountabilities/main duties relating to this post and does not describe in detail all the duties required to carry them out. Other duties may be required to be undertaken from time to time as directed by the Gloucestershire Cricket Foundation.

All applicants must provide evidence to demonstrate that they have the Right to Work in the UK, sponsorship for overseas employees cannot be provided for this role.

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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](mailto:steve.silk@gloucestershirecricketfoundation.org), along with a covering letter.

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

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