



Content & Communications Executive
Full Time, Permanent
Attractive Salary & Benefits

Lancashire County Cricket Club and the recently formed Lancashire Cricket Foundation have a responsibility to develop the game of cricket in the North West. The Lancashire Cricket Foundation is focused on growing the game of cricket through aligning its plans with the ECB's Cricket Unleashed Strategy of 'more play', 'great teams' and 'inspired fans'. This new exciting role will provide marketing support to the Lancashire Cricket Foundation structure, whilst working closely with the Club's marketing department.

Under the guidance of the Media and Content Manager, the successful candidate will be responsible for the implementation of the content and communications plan for the Elite, Academy, Pathway and Lancashire Cricket Foundation, to drive positive media coverage and content generation, distribution and engagement across all activities and all stakeholders. The role will also implement all content, media and digital initiatives across multiple platforms to drive awareness, engagement, and positive perception across the Lancashire Cricket organisation(s) and its teams, departments, activities and campaigns

The role will be part of the wider marketing department at Lancashire County Cricket Club and Emirates Old Trafford. From time to time, the successful candidate will work across the wider venue communications and content accountabilities that the overall department is responsible for.

- Support in the creation, implementation and development the Club's media relations plan for all levels of men's and women's cricket from Elite through to grassroots
- Co-ordinate incoming media enquiries for non-Elite cricket, setting up press conferences/media/photo-calls, initiating stories and positively focused coverage
- Support in the creation, implementation and development of the Club's content plan and activity for all levels of men's and women's cricket as above.
- Create, distribute and develop relevant and engaging content across all media formats (written, imagery and video) of the organisation's content plan to maximise engagement with all audiences
- Proactively co-ordinate the organisation's social media accounts, including daily updates, responding to incoming questions, reporting on results and seeking to drive engagement and sales
- Support the Media and Content Manager with any media and content duties on matchday, which includes home international and domestic fixtures, as well as away fixtures across all levels of cricket including first team, second XI and age groups and festivals

We are looking for a creative individual with a passion for cricket and experience of creating content across video, photography and written formats.

- Experience of producing and implementing high quality and engaging video and written content across digital channels and monitoring engagement would be an advantage
- A love and knowledge of cricket is desired. During the season the role will cover all levels of cricket including first team, All Stars Cricket, affiliated clubs and educational and cause related activities
- Great communicator, both in person and written communication, confident communications at all levels utilising a variety of channels.
- Strong attention to detail.
- Lots of initiative, comfortable with working to deadlines and managing multiple projects
- High levels of energy and a flexible approach to working hours, working evenings and weekends when required.

If you have the relevant skills and experience, and wish to apply for this role, please send your CV with current salary details to Human Resources at humanresources@lccc.co.uk Closing date 12th January 2018.