



## SENIOR MARKETING EXECUTIVE

### DERBYSHIRE COUNTY CRICKET CLUB

The Club is seeking a dynamic Senior Marketing Executive to deliver campaigns to grow revenue across Cricket and Non-Cricket Events. The successful candidate will play a key role in shaping marketing strategies, working closely with the Marketing & Commercial teams to maximise commercial opportunities across the Club's portfolio.

#### **Duties & Responsibilities:**

##### **CRM & Email Marketing**

- Assist in producing insight driven, targeted e-campaigns to communicate news, drive cricket and non-cricket event sales to enhance ROI on digital marketing spend
- Assist in developing plans to gather new data to grow the customer CRM database whilst maintaining the integrity of the data
- Work with the sales team to maximise Member and fan involvement in events and increase revenue across Member and fan services
- Proactively research and drive new thinking in audience engagement via digital and mobile platforms, including the presentation of website and mobile content
- Help to develop audience segmentation to tailor marketing efforts and messages for all areas of the business
- Personalise content to resonate with specific segments and create meaningful connections

### **Strategy & Planning**

- Assist in driving comprehensive marketing strategies that maximise visibility and drive engagement
- Lead on the creation of a Conference & Events Marketing Plan, working closely with the Head of Marketing & Communications and the Head of Hospitality & Events
- As part of the Membership & Ticketing team, work closely with department colleagues to maximise the Membership and Vitality Blast marketing plans
- Support the delivery of major match marketing, such as England international matches
- Collaborate with internal departments to align marketing initiatives across all areas of the business
- Create timely, relevant and engaging communication across all digital channels.
- Ensure positive engagement with fans and manage the digital community.

### **Web, Social Media and Content Creation**

- Oversee the development of the Club's non-cricket events website and take responsibility for its editorial content
- Produce and publish regular, accurate, engaging and positive content for the non-cricket events website and social channels
- Lead on day-to-day marketing for in-house major events, such as Concerts, Fireworks, and other non-cricket activities
- Maintain engaging and accurate communication with supporters across the Club's digital platforms, aligned with the Club's PR agenda and reinforcing key messages

### **Matchday & Event Support**

- Form part of the matchday Customer Experience team, implement ECB minimum deliverables
- Form part of the major event delivery team, providing support for events including Fireworks Night & Fun Fair, Player of the Year, 1870 Business Club, Christmas Parties and other events throughout the year.

### **Skills, Knowledge & Qualifications:**

- Degree in Marketing, Digital Marketing, or similar discipline or equivalent qualification
- Strong written and verbal communication skills
- Ability to work hard in a fast-paced environment to ensure all deadlines are met
- Technical know-how in straightforward artwork layout with the ability to produce in-house publications to brand guidelines when required
- Proficiency in the use of MS Office including Outlook, Word and Excel, and intermediate level use of Adobe Creative Suite
- Experience of using CRM systems
- Excellent analytical skills and understanding of databases
- Experience of direct marketing and campaign analysis
- Effective administrative, organisational and time management skills

**What we can offer you:**

- A competitive salary
- 25 days paid holiday plus bank holidays
- Free on-site parking
- 2 free tickets to every Derbyshire County Cricket Club home match
- Employee Assistance Programme
- 25-40% discount with Samurai on-line purchases

To apply please send your up-to-date CV with a covering letter detailing your suitability for the role to Viv Sheppard, HR and Wellbeing Manager at Derbyshire County Cricket Club via [jobs@derbyshireccc.com](mailto:jobs@derbyshireccc.com).

The closing date is Friday 10 January 2025.

Derbyshire County Cricket Club is committed to safeguarding and protecting the children and young people that we work with. As such, many posts are subject to a safer recruitment process, including ECB DBS clearance which is mandatory before taking up certain roles. We ensure that we have a range of policies and procedures in place promoting safeguarding and safer working practice across our services.

Derbyshire County Cricket Club will ensure that all existing and potential employees receive equal consideration and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, religion and age. It is the intention of Derbyshire County Cricket Club that its workforce, at all levels, should reflect the composition of the City's population. To achieve this Derbyshire County Cricket Club will take active and positive steps to eliminate discrimination, reduce the effects of past discrimination and to promote equality in employment.