



CANDIDATE BRIEF

.....

MEDIA AND COMMUNICATIONS EXECUTIVE

JANUARY 2025





AN INTERNATIONAL SPORTING VENUE,
A PROFESSIONAL COUNTY CRICKET CLUB
AND A THRIVING COMMUNITY HUB

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We are Trent Bridge, a cricket ground of global repute first established in 1838. We're proud of our illustrious history but mindful too that our future prosperity is reliant on continual investment in our facilities, our professional team and our lauded community programmes.

Trent Bridge, the home of Nottinghamshire County Cricket Club, is looking to recruit a **Media and Communications Executive**

The successful candidate will assist in ensuring that the club's communications output leads the way in professional cricket and is befitting of a world-class sporting institution.

The primary function of the role is to lead on liaison between external media and club personnel, in addition to generating high quality content for the cricket and non- cricket functions of the club.

You will contribute to editorial coverage of the county cricket season, and assist with the delivery of match activation at home fixtures.

A relevant specialist skill will be welcomed and the requisite force of personality to form excellent working relationships with cricketers, coaches and company executives will be paramount.

Thank you for your interest in this role.

ROLE PROFILE

MEDIA AND COMMUNICATIONS EXECUTIVE

DEPARTMENT: MARKETING AND COMMUNICATIONS

RESPONSIBLE TO: Head of Communications

ROLES AND RESPONSIBILITIES

MEDIA RELATIONS

- Be the primary point of contact for all external media seeking to engage and interface with Nottinghamshire CCC
- Serve as the Trent Rockets Media Manager during tournament time, supported by the wider Trent Bridge marketing & communications team
- Commence, build and maintain relationships of trust and respect with local, national and specialist media
- Identify opportunities to proactively engage and pitch to media for the reputational gain of the club
- Provide rolling responses to day-to-day media requests; either with timely fulfilment (including any necessary scripting and support) or fully rationalised refusals
- Secure ongoing relationships with cricket department personnel
- Support coaching and playing staff with media interactions, providing briefings, scripts and words of advice as required
- Seek to maximise positive external media coverage in support of the club's commercial and public relations campaigns
- Act as the first point of venue contact for visiting members of the media and the requisite ECB operational representatives in and around match-days at Trent Bridge
- Assist with the production of crisis and reputational communications as appropriate, in consultation with senior colleagues
- Arrange and facilitate the annual media day with the support of colleagues, engaging with relevant media personnel to meet their needs where possible, as well as those of the organisation

CONTENT

- Play the leading role in strategising, coordinating, creating and publishing content that leads the way in professional cricket, showcases the personalities and abilities of Notts and The Blaze's players and is befitting of a world-class sporting institution
- Create innovative, industry standard content, with a focus on the written word but also encompassing video and photographic content
- Edit the club's esteemed official magazine and annual report publications
- Be accountable for the timeliness, quality and quantity of pre-match, in-game and post-match editorial content across the county season
- Provide multimedia support as required for all other forms of cricket at Trent Bridge, including Trent Rockets and international cricket fixtures
- Lead content capture and coverage on-site at selected away fixtures, as part of a rota with the wider marketing and communications team
- Generate content with commercial, constitutional and charitable calls to action from across the club's portfolio, as well as campaigns in support of the objectives of commercial partners
- Write a brand tone of voice and on behalf of individuals as required
- Review data insights and apply learnings to the overarching digital strategy
- Play a key role in the scheduling of social media content, staying abreast of best practice, trends and emerging platforms

EXPERIENCE

- Contribute to matchday activation, both concourse and in-bowl, that maximises the event experience at matches at Trent Bridge

MARKETING

- Contribute to marketing materials, helping ensure a premium experience for members, supporters and customers of the club
- Assist in adherence to brand guidelines and established style guides across the portfolio
- Contribute to ticketing campaigns that uphold the club's reputation for impact and innovation

EQUITY, DIVERSITY AND INCLUSION

Nottinghamshire County Cricket Club is committed to being an Equal Opportunities Employer.

The Club recognises the benefits of a diverse workforce and is committed to providing a working environment that is free from discrimination.

The Club will seek to promote the principles of equality and diversity in all its dealings with employees, workers, job applicants, clients, customers, suppliers, contractors, recruitment agencies and the public.

All employees and those who act on the Club's behalf are required to adhere to this policy when undertaking their duties or when representing the Club in any other guise.

SAFEGUARDING

Nottinghamshire County Cricket Club is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services and are committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and the ECB requirements to ensure that all children participating in Cricket have a safe, positive and fun experience, whatever their level of involvement.

PERSON SPECIFICATION**Media and Communications Executive**

	Essential	Desirable
Qualifications		Relevant industry-recognised qualification, professional award or academic attainment.
Experience	<p>Experience in using social media within a communications environment.</p> <p>Work published by reputable media outlets or organisations.</p>	Marketing or communications in a sporting environment.
Knowledge	<p>Knows how to communicate effectively, both in verbal and written form.</p> <p>Creative flair.</p> <p>Knowledge of cricket or professional sport.</p>	<p>Knowledge of photography / filming / video editing / graphic design or presentation skills.</p> <p>Knowledge of emerging trends in social media and digital marketing.</p>
Skills	<p>High levels of accuracy, attention to detail and presentation skills.</p> <p>Ability to work under pressure and to tight deadlines.</p> <p>The ability to write editorial copy of industry quality.</p> <p>The ability to adopt a brand tone of voice.</p> <p>Ability to communicate with a diverse audience</p> <p>Ability to work on own initiative and collaboratively</p>	<p>Video production.</p> <p>Photography.</p> <p>Photoshop editing</p> <p>Digital marketing</p>

	with colleagues and external partners.	
Qualities & Attitude	Proactive, flexible, trustworthy, approachable, discreet and well-presented with clear diction. Eye for detail. Ability to multi task.	Able to express a quirky sense of humour in line with the club's brand.
Other	Willingness to work evenings, weekends and unsociable hours. Willingness to travel to away fixtures as and when required.	

HOW TO APPLY

If you would like to join us at Trent Bridge please send your CV and covering letter, including details of your current salary to:

The HR Department
Nottinghamshire County Cricket Club
Trent Bridge
Nottingham NG2 6AG

or email the HR Department at: recruitment@trentbridge.co.uk

Closing date for receipt of applications will be: **17.00pm Thursday 23rd January 2025**

Interview dates: **Tuesday 28th January 2025**

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible

We are committed to safeguarding and promoting the welfare of children, young people and adults and expect the same commitment from all staff and volunteers.

We are an equal opportunity employer. we celebrate diversity and are committed to building an inclusive environment for all employees. when submitting your details, please let us know if you require any support or reasonable adjustments during the interview process

No agencies please



Nottinghamshire County Cricket Club

Trent Bridge, Nottingham, NG2 6AG

(0115) 9823000

recruitment@trentbridge.co.uk

