



JOB DESCRIPTION

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| Job Title: | Marketing Executive |
| Department: | Commercial |
| Reports to: | Head of Marketing & Brand |
| Location: | Edgbaston Stadium, Birmingham |
| Contract type: | Permanent, Full Time |

Are you an enthusiastic and passionate marketer who can think outside the box and help Warwickshire County Cricket Club and Birmingham Bears grow their fan base across the region and around the world?

We need a creative-thinking Marketing Executive to deliver our domestic cricket marketing plans as we seek to grow our matchday attendances, attract new and diverse audiences and increase the awareness of our cricket brands.

Don't worry if you're not a cricket fan. We are looking for someone to bring a fresh approach to how we market our domestic teams and competitions.

Overall, you will be responsible for helping to deliver our vision of being the best cricket business in the world.

Job Purpose

1. Develop and implement ticket sales campaigns and the match-day experience across our domestic cricket portfolio to grow audiences, increase attendances and build the engaged fanbase (physical and digital) across the Warwickshire and West Midlands region.
2. Deliver defined results across a variety of business units including domestic cricket, Memberships, retail, commercial and ticketing.
3. Work with key stakeholders to increase the Club's presence within local communities and groups across the region.

Key Relationships

- Data Agency – Two Circles
- Website Agency – Class Creative
- App Developers – Realife Tech
- Ticketing Provider – SecuTix
- England & Wales Cricket Board
- Internal – Commercial, community and wider business



Role Profile and Key Responsibilities

- Devise and execute domestic cricket marketing plans, through both above the line and below the line platforms, to drive ticket sales, increase attendances and build the engaged fanbase (physical and digital) across Warwickshire and the West Midlands.
- Define and develop the Club's domestic cricket brands and gain a deep understanding of target audiences in order to build equity and relevance, translating into commercial sales.
- Use analytical tools to assess performance of marketing campaigns.
- Develop strong relationships with the Club's community arms and deliver marketing initiatives to increase awareness, engagement and ticket sales.
- Identifying, organising and managing promotional events and initiatives in the community, as well as matchday activities.
- Manage, deliver and enhance the programme of Member and Junior Bears events across the calendar.
- Support the wider business with any relevant marketing requests where aligned to the purpose.

Major Objectives

- Grow the Club's domestic T20 Blast audience and matchday ticketing and catering revenues.
- Deliver domestic cricket campaigns against specific match KPI's.
- Improve awareness of the Club's domestic brands through defined increases in reach and engagement across the region.
- Grow engagement levels across the Club's digital platforms.
- Increase group sales via community initiatives and targeted campaigns.
- Grow the Club's Membership.
- Successfully deliver the programme of Member and Junior Bears events, increasing attendees.
- Deliver on departmental objectives.
- Build sustainable internal and external relationships.

Person specification

| Requirements | Essential | Desirable |
|--------------|---|---|
| Experience | <ul style="list-style-type: none"> • Marketing degree or relevant Marketing qualification. • Experience of working in a creative, fast-paced, sales-based consumer facing marketing role. | <ul style="list-style-type: none"> • 2+ years experience in a related marketing role. • Experience of working in the live event, sport or a consumer-facing sector. |





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| <p>Skills</p> | <ul style="list-style-type: none"> • Digital marketing knowledge and experience using analytical tools. • Planning and organisational skills. • Ability to work to strict deadlines. • Creative marketing ability. • Excellent relationship building skills. • Event management. | <ul style="list-style-type: none"> • Knowledge of budgeting. • Understanding of sport and cricket. |
| <p>Personal attributes</p> | <ul style="list-style-type: none"> • Commitment, drive and energy. • Creative and open. • Enjoys accountability and responsibility. • Willingness to (learn and) contribute to all areas of the business. • Positive attitude. • Evenings and weekend commitments – add value to the business. • Enthusiastic, confident with the ability to present. • To be flexible for working hours and working some weekends/evenings. • Team player. | |



How to Apply

Please send a cover letter and an up-to-date CV to commercial@edgbaston.com.

Closing date for applicants is Sunday 17 October, 2021.

All candidates are encouraged to complete the Equal Opportunities Monitoring Form when applying. This will assist in monitoring selection decisions to assess whether equality of opportunity is being achieved, however, the provision of this data is entirely optional.

Any information collated will be treated as strictly confidential and will not be used in the short-listing process.

Equal Opportunities in Employment Policy Statement

Warwickshire 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, responsibility for dependants, religion, trade union activity and age (up to 65).

It is the intention of Warwickshire County Cricket Club that its work force, at all levels, should reflect the composition of the City's population. To achieve this Warwickshire County Cricket Club will take active and positive steps to eliminate discrimination, reduce the effects of past discrimination and to promote equality in employment.