



CANDIDATE PACK

DIGITAL COMMUNICATIONS EXECUTIVE



WORCESTERSHIRE
COUNTY CRICKET CLUB

Digital Communications Executive - Job Description

Job Title:	Digital Communications Executive
Reporting to:	Head of Commercial & Partnerships
Location:	Worcestershire County Cricket Club, New Road, Worcester, WR2 4QQ
Contract term:	Permanent contract to start as soon as possible

Background:

Worcestershire County Cricket Club is one of the 18 major county cricket clubs which make up the England and Wales Cricket Board. We play to the highest level of professional cricket with a history stretching back over 155 years.

We strive to make our working environment a welcoming and enthusiastic one, fuelling ambition with opportunities and support to help our people achieve their personal and professional goals.

Purpose of the Role:

An exciting opportunity has arisen for an experienced Digital Communications Executive to join our dynamic team at Worcestershire County Cricket Club. The successful candidate will be tasked with creating engaging content across all of our platforms and assist with the delivery of the Club's communications strategy.

Key Duties and Responsibilities:

- Creating engaging content across Worcestershire's digital channels, including Twitter, Facebook, YouTube and Instagram.
- Producing video content for the above social channels and the official Worcestershire website.
- Leveraging content across digital channels to create opportunities to showcase Club partners and sponsors, maximising the commercial opportunities.
- Monitoring social media analytics and Google Analytics to measure the reach of content, using an insight led approach to shape content plans.
- Supporting the Head of Commercial on matchday delivery, including social media coverage, media liaison and fan engagement.
- Working with the wider Commercial team to produce promotional material ahead of major Club events.
- Building relationships with key stakeholders within the club, including the playing squad.
- Providing general support to the Marketing & Communications department.

- To ensure the Club's equity, diversity and inclusion policy and standards are always upheld and always abide by the Club's code of conduct.
- To ensure the Club's safeguarding policies and procedures are adhered to at all times including adherence to the staff code of conduct and consistently advocating the safeguarding of children, young people and adults at risk at all times. Appropriate consideration must be given to safeguarding in all activities and decisions which are undertaken.
- Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

Other responsibilities:

We expect all of our people to demonstrate and promote our values at all times to ensure Worcestershire County Cricket Club's brand is always held in the highest regard both internally and in public. It is expected that you will:

- Greet any directors, employees, members, spectators, customers, sponsors and visitors to the Club in a friendly manner and assist them in any way required;
- Contribute positively at all times to a pleasant and friendly atmosphere throughout the Club.
- Comprehend and adhere to relevant Club standards, rules and regulations, and policies and procedures relating to health & safety and financial management and control.
- Commit to, deliver and help maintain a strong team ethic and to promote the club values.
- Maintain high personal standards of appearance and behaviour to fulfil the purpose of a role model to the players as well as representing the Club and projecting the right image at all times and to work at all times in a professional manner.

The nature of our work and the size of our team here at Worcestershire County Cricket Club requires everyone to be flexible, willing and an excellent team player.

This Job Description is not an exhaustive list of tasks but represents the key duties and responsibilities required by the role. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time.

Person Specification:

	Essential	Desirable
Qualifications	A degree in digital media or equivalent experience	
Knowledge and skills	Knowledge of Adobe Creative Cloud Understanding of current digital trends	Keen to learn and develop a career in the sporting media, journalism, filming, digital world. Knowledge of Cricket



WORCESTERSHIRE COUNTY CRICKET CLUB

	Ability to work to deadlines Ability to thrive under pressures of live sporting events Clean UK driving licence	
Experience	Digital content creation & video production experience	Experience of working in a sporting environment
Personal Qualities	Strong communicator who is confident working with a range of stakeholders Works well as part of a team and individually Exemplary attention to detail	

Hours, benefits and salary:

- This is a full time role working 35 hours per week over 5 days. This will include working some evenings and weekends, particularly during the Cricket season.
- Circa £25,000 per annum.
- Contributory pension scheme
- Free city centre parking
- Stunning city centre location with iconic cathedral view
- Discount in the club café
- Complimentary staff food on matchdays
- Employee Assistance Programme
- 2 x matchday membership passes
- Paid time off at Christmas
- Complimentary tickets for various Sports venues across Worcester.
- Complimentary passes at Nuffield Health

To Apply:

Please submit a CV along with a covering letter to peoplematters@wccc.co.uk The closing date for applications is 5pm Friday 26 May 2023.

Worcestershire County Cricket Club recognises the positive value of diversity, promotes equality and challenges discrimination.

We welcome and encourage job applications from people of all backgrounds.

