



JOB DESCRIPTION

Role:	Marketing & Creative Services Executive
Hours:	35 hours per week – Monday to Friday
Location:	Uptonsteel County Ground, Grace Road, Leicester LE2 8AD
Responsible to:	Sales & Marketing Manager

Job Purpose

This role is to support with promoting Leicestershire County Cricket Club (LCCC) by engaging, informing or showcasing the work of LCCC in new and vibrant ways that are designed to maximise sales. In addition, the role is to provide creative services across the Club departments ensure there is an overall look and feel to Club communications and within brand guidelines. You will also play a key role in supporting the Clubs marketing tactics for both cricket and events by contributing to plans and delivery.

Main Duties and Responsibilities

- Interact with all departments to understand creative needs and requirements and allocate time accordingly.
- Turn ideas and concepts in the creative briefs for sign off and creation.
- Own and lead the development and creation of new social media content and graphics alongside the ticketing and marketing manager, comms lead and the wider team.
- Take active involvement in creation of audio and visual assets for use on social media and online channels, including photos, video, audio and more.
- Work with key internal stakeholders, such as the ECB to ensure LCCC creative campaigns and requirements are shared in a timely manner.
- Produce design material to bring life to written copy, working with LCCC colleagues to promote all aspects of LCCC activities and projects.
- Activity find creative solutions to drive ticket sales

- Explore new ways of selling tickets and driving awareness through new marketing and creative tactics.
- Lead creative thinking across the department when launching new events and campaigns
- Develop and implement a new set of LCCC branding guidelines

Other duties:

- To establish effective working relationships with external bodies as necessary.
- To contribute to the overall ethos, work and aims of Leicestershire County Cricket Club.
- Actively demonstrate commitment to own continuous professional (CPD) and increase knowledge and adoption of 'best practice'.

Health and Safety

It is an employee's responsibility to take reasonable care of themselves and others and anybody affected by their undertaking including any act(s) or omissions.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. This job description is current at the date shown, but in consultation with you, may be changed by your Line Manager and/or HR to reflect or anticipate changes in the job commensurate with the grade and job title.

To apply:

Please email your CV and portfolio as a PDF file to Sharron Hunter: sharronhunter@leicestershireccc.co.uk all applications must be accompanied with a covering letter. Closing Date: 9.00am Friday 30th August 2024

Every vacancy advertised is based on a Job/Person Specification which describes the skills, experience, and aptitudes we are looking for. If you feel you meet our requirements, we encourage you to apply. Unless otherwise stated, if we have not contacted you within 4 weeks of the closing date, you may assume that your application has been unsuccessful.

Equal Opportunities in Employment Policy Statement

Leicestershire 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 dependents, religion, trade union activity and age. It is the intention of Leicestershire County Cricket Club that its work force, at all levels, should reflect the composition of the city's population. To achieve this Leicestershire County Cricket Club will take active and positive steps to eliminate discrimination and to promote equality in employment

PERSONAL SPECIFICATION
Marketing and Creative Services Executive

Attributes	Requirements:	Essential or desirable
A. Qualifications	Educated to GCSE Level or above, including a minimum of GCSE (or equivalent) grade C in Math's and English	Essential
	Evidence of commitment to continuing professional and personal development of self and others	Essential
	Ability to manage a varied and complex workload as well as delivering to timescale.	Essential
	Excellent planning and organisation skills.	Essential
	Highly organised and the ability to multi-task.	Essential
	Excellent IT skills including the use of: Outlook and Microsoft Word.	Essential
	Experience of the following: <ul style="list-style-type: none"> • Social Media Management (Facebook, Twitter, Instagram, YouTube, LinkedIn) • Content Creation • Copywriting • Web Design • Graphic Design • Marketing and/or promotional and/or customer communications activity 	Desirable
	Proficiency in Adobe Creative Suite, including Photoshop, Illustrator and In Design.	Essential
	Knowledge of After Effects & Premiere	Desirable
	Ability to work unsupervised on a variety of tasks.	Essential
	Willingness to participate in relevant training and development opportunities.	Essential
	Ability to build effective working relationships with colleagues and to perform and maintain appropriate professional relationships and boundaries with colleagues.	Essential
	B. Personal Attributes	Willingness and ability to think in new ways to deliver innovative design content.

	A keen eye for detail.	Desirable
	A knowledge of and a keen interest in cricket would be advantageous, though not essential.	Desirable
	Able to work effectively as part of a team with willingness to deliver hands-on help as part of the team.	Essential
C. Equal Opportunity	Must be able to recognise discrimination in its many forms and willing to put the LCCC Equality Policies into practice.	Essential
	Willing and able to deal with people professionally at all levels and from a variety of backgrounds.	Essential

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General: Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.

Signed: _____ **Employee**

Signed: _____ **Line Manager**

Date: _____