

Yorkshire Cricket Club – Job Description

Job Title: Digital Content Executive	Date: July 2022
Line Manager: Marketing and Communications Manager	Status: Permanent; Full time
Salary Range: £21,000 - £23,000, per annum, dependent on skills and relevant experience	Benefits: 25 days holiday per annum plus bank holidays Workplace Pension Healthcare Plan YCCC membership Employee Assistance Programme

Job Purpose:

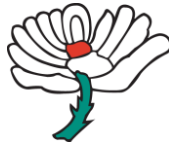
- Creating engaging content across Yorkshire's and Northern Diamonds' digital channels, including Twitter, Facebook, YouTube and Instagram and Tik Tok.
- Supporting the Marketing and Communications Manager on matchday delivery, including social media coverage and fan engagement.

Key Accountabilities:

- Creating engaging content across Yorkshire's and Northern Diamonds' digital channels, including Twitter, Facebook, YouTube and Instagram and Tik Tok.
- Producing video content for the above social channels and the official Yorkshire CCC and Northern Diamonds websites.
- Populating the Club's website with accessible content for all
- 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 Marketing and Communications Manager on matchday delivery, including social media coverage and fan engagement.
- Working with the Creative team to produce promotional material ahead of major Club events.
- Building an online network with the recreational clubs and cricketers in Yorkshire

Key relationships:

- Yorkshire County Cricket Club staff
- Marketing staff
- Players and coaches from both Yorkshire CCC and Northern Diamonds
- Community groups and organisations



Person Specification

Essential

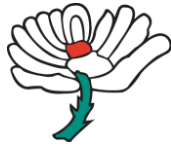
- Degree-level qualifications in digital media or a similar course or demonstratable experience of the relevant skills which can be demonstrated through a portfolio;
- An expert grasp of Adobe Photoshop;
- Strong communication and verbal skills and a natural ability to work with a diverse range of people at all levels;
- To have a knowledge of cricket and the terminology used which can be transferred into this role
- Experience of creating, managing and uploading content and video content to a website;
- Highly organised, with the ability to balance competing demands;
- Significant knowledge and experience of using social media platforms and staying up to date with current trends;
- Having experience of connecting and engaging with diverse communities and groups, ensuring that content engages all communities and groups who follow the club.
- An ability to engage and develop with diverse communities and groups which the club actively works with.
- An understanding of how social media can be used as a promotional tool and experience of monitoring analytics to monitor the reach of content;

Desirable

- Knowledge of Adobe Premiere Pro is desirable
- Previous experience in a similar sporting environment
- Clean UK driving license

Personal Attributes, Aptitudes and Abilities

- A good communicator who is confident working with a range of stakeholders
- Works well as part of a team and individually
- A creative thinker



Location and Key Conditions

- Based at Headingley Stadium in Leeds, UK
- Monday to Friday, 35 hours a week, weekend and evening working required.
- Occasional travel is needed for the role depending on the event
- A pre-existing right to work in the UK is required for this role