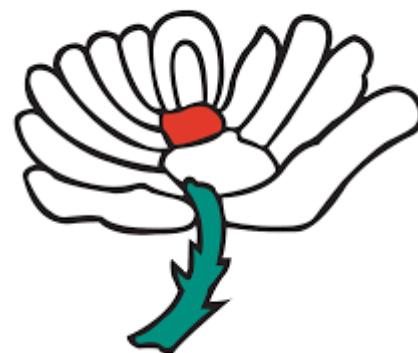


## JOB DESCRIPTION

The Yorkshire County Cricket Club



<b>Job Title:</b>	Head of Communications, Media and PR
<b>Department</b>	Marketing
<b>Reporting Line:</b>	Marketing and Communications Director
<b>Salary Band:</b>	4 Head of Department
<b>Location</b>	Headingley
<b>Employment Type</b>	Permanent - Full Time

### Department Overview

The marketing and communications department is a dynamic and data-driven team working to engage and grow the club's audiences, boosting sales and showcasing the great work done by Yorkshire Cricket. This is done via innovative multi-channel campaigns, building relationships with key stakeholders and keeping up to date with the latest trends in marketing, communications and fan engagement.

### Job Purpose

The Head of Communications, Media and PR is responsible for the development and implementation of the Yorkshire Cricket's communications plan in line with the vision of Yorkshire Cricket to grow the customer-base, enhance our reputation and optimise commercial outcomes.

### Key Responsibilities

Area	Responsibilities
Communications	<ul style="list-style-type: none"><li>- Develop and implement proactive communication strategy across all Yorkshire Cricket activities</li><li>- Lead all written content development to ensure consistent tone of voice, language and messaging</li><li>- Act as key liaison point and lead on all crisis and reactive communication in liaison with CEO, senior leaders and specialist agencies as required</li><li>- Lead on all internal communications ensuring appropriate channels and content, aligned to overarching communications strategy</li><li>- Integrate all communications plan with marketing strategy</li></ul>

	<ul style="list-style-type: none"> <li>- Liaise effectively with Yorkshire Cricket Foundation and Yorkshire Cricket Board to ensure communications activities are aligned and complimentary</li> <li>- Ensure Yorkshire Cricket's tone of voice is accurately reflected within high-quality written materials across all outputs, enhancing our reputation across the breadth of communication channels</li> </ul>
Media and Public Relations	<ul style="list-style-type: none"> <li>- Design and develop Yorkshire Cricket's media strategy</li> <li>- Lead execution of effective public relations and promotions activities to support brand awareness and commercial outcomes</li> <li>- Lead effective partnerships with media agencies and journalists to ensure successful media and reputational outcomes</li> <li>- Develop media releases</li> <li>- Identify, train and brief Club media spokespeople to support communications plan</li> <li>- Lead on match day media liaison, coordinating post-day interviews, in-play updates and media operations at Headingley Cricket Ground and outgrounds.</li> </ul>
Stakeholder Engagement	<ul style="list-style-type: none"> <li>- Proactively liaise with key stakeholders to enhance and drive the Club's reputation and community engagement</li> <li>- Leverage community and other forums to ensure customer voice is captured and incorporated into planning</li> <li>- Lead on proactive and reactive customer engagement including member and ticket-holder engagement, enquiries and events</li> </ul>
People Management	<ul style="list-style-type: none"> <li>- Model and advocate company vision and values</li> <li>- Make and communicate decisions clearly, be accountable for those decisions and empower team members to make good decisions in their areas of responsibility</li> <li>- Motivate and engage team members by setting and maintain clear standards and expectations</li> <li>- Model and implement all relevant policies and procedures</li> <li>- Model and implement effective communication within team and across the company</li> </ul>
Equality, Diversity and Inclusion	<ul style="list-style-type: none"> <li>- Demonstrate, at all times, a commitment to equality, diversity and inclusion behaviours, decision-making and working practices</li> <li>- Advocate the values of safety, dignity, fairness, equality and respect</li> <li>- Contribute to the implementation of the YCCC EDI Plan</li> </ul>

Please note: This is not an exhaustive list and the role may be required to undertake additional roles and responsibilities as identified from time to time in order to meet the ongoing requirements of the company.

#### **Key Relationships / Stakeholders**

- Senior national, regional and international press across cricket, sport, news and wider consumer and corporate networks
- PR and communications agencies

## Job Specification

<b>Essential Criteria</b>	<b>M/C</b>
5+ years' experience in a senior communications, PR and/or media role	<input checked="" type="checkbox"/>
Qualifications in marketing, communications or similar relevant field	<input type="checkbox"/>
Proven experience in crisis communications and/or communications in the context of a high-profile brand	<input type="checkbox"/>
A track record of building effective working relationships with national, regional and international press and media outlets	<input type="checkbox"/>
Demonstrable experience and/or commitment to delivering the values of YCCC's EDI Plan	<input type="checkbox"/>
<b>Desirable Criteria</b>	
Previous experience working within a sport or not-for-profit / charity organisation	

## Core Competencies

Time management	<input type="checkbox"/>	Ability to influence and negotiate	<input checked="" type="checkbox"/>
Attention to detail	<input type="checkbox"/>	Analytical skills	<input type="checkbox"/>
Confidentiality and discretion	<input checked="" type="checkbox"/>	Leadership skills	<input type="checkbox"/>
Interpersonal and communication skills	<input checked="" type="checkbox"/>	Initiative and proactive	<input type="checkbox"/>
Teamwork	<input type="checkbox"/>	Creativity and innovation	<input type="checkbox"/>
Flexibility and adaptability	<input checked="" type="checkbox"/>	Accountability	<input type="checkbox"/>
Able to work autonomously	<input type="checkbox"/>	Written communication	<input checked="" type="checkbox"/>

## Essential Certificates and Checks

Drivers License	<input type="checkbox"/>	Disclosure Barring Service Check	<input type="checkbox"/>
First Aid Qualification	<input type="checkbox"/>	ECB Coaching Qualification	<input type="checkbox"/>