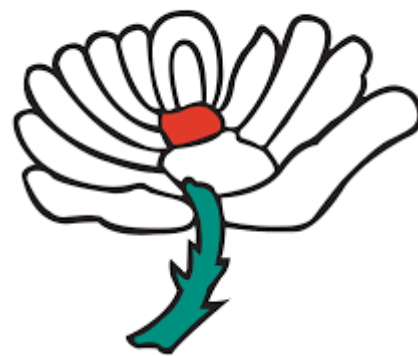


JOB DESCRIPTION

Yorkshire County Cricket Club



Job Title:	Digital Marketing Executive
Department	YCCC - Marketing
Reporting Line:	Head of Marketing
Salary Band:	2 Executive / Coordinator
Location	Headingley Cricket Ground
Employment Type	Permanent - Full Time

Department Overview

The Marketing 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 and fan engagement.

Job Purpose

The Digital Marketing Executive is responsible for the creation and delivery of paid and organic marketing activities, including the creation and delivery of the club's multi-channel campaigns, in order to enhance Yorkshire Cricket's brand, boost fan engagement and sales across the portfolio of products and events. Using a data-driven approach to meet KPI's agreed with the Head of Marketing, the Digital Marketing Executive will manage the day-to-day creation and implementing of email and SMS campaigns, manage paid social campaigns whilst assisting with other areas of marketing mix where required.

Key Responsibilities

Area	Responsibilities
Multi-channel campaigns	<ul style="list-style-type: none">- Plan and implement a range of campaigns each week across the Club's email and SMS platforms, aligned to the wider strategy to promote the brands, products and events.- Assist in the development and application of Yorkshire Cricket's data strategy, ensuring optimal segmentation and personalised use of data to best engage users across the portfolio- Define, measure and report on all marketing activities through establishment of relevant benchmarks and analytics

	<ul style="list-style-type: none"> - Plan and implement content on the Club’s website and retail platform, including keeping imagery and descriptions up-to-date. - Work with ECB to devise marketing strategies for engaging with a new audience for The Hundred fixtures at Headingley - Plan and implement campaigns across channels to attract a diverse audience to engage with the Club.
Digital marketing	<ul style="list-style-type: none"> - Assist the Head of Marketing in the development of the overall digital marketing strategy. - Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display). - Manage and maintain Yorkshire Cricket’s owned media including websites, mobile apps, and email/CRM software. - Manage the creation of relevant and engaging digital content for publishing onto various digital platforms. - Set up conversion, pixel, and event tracking on the website and across various digital platforms. - Conduct research on market trends, brand’s audiences and competitors, and end-to-end consumer journeys to drive engagements and conversions. - Analyse digital marketing analytics reports and share insights with the team to develop optimisation plans. - Stay abreast of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team.
Match Day Engagement	<ul style="list-style-type: none"> - Assist with live stream production and vision mixing - Work with the design team to produce in game content - Producing high quality camera and mobile video content - Manage in-bowl entertainment for pre/during games - Assist with match day customer engagement activations liaising with commercial team where appropriate
Equality, Diversity and Inclusion	<ul style="list-style-type: none"> - Demonstrate, at all times, a commitment to equality, diversity and inclusion behaviours, decision-making and working practices - Advocate the values of safety, dignity, fairness, equality and respect - Contribute to the implementation of the YCCC EDI Plan

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

Marketing department
Communications department
Commercial department
Cricket department
ECB
CRM partners
Website agency

Job Specification

Essential Criteria	M/C
1+ years' previous experience of working within a digital marketing role or a similar online content related role	<input checked="" type="checkbox"/>
Have achieved or working towards formal qualifications in Marketing or a similar field to degree or diploma level	<input checked="" type="checkbox"/>
Demonstrable experience working to grow customer-base through identification and targeting of new markets	<input type="checkbox"/>
Strong knowledge and experience in implementing digital marketing campaigns	<input type="checkbox"/>
Demonstrable experience and/or commitment to delivering the values of YCCC's EDI Plan	<input type="checkbox"/>
Previous experience of using graphic design softwares, particularly Adobe Photoshop and Premiere Pro	<input type="checkbox"/>
Desirable Criteria	
Previous experience working in the sport, not-for-profit or charity industry	

Core Competencies

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

