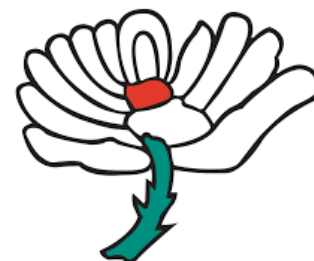


JOB DESCRIPTION

Yorkshire Cricket Foundation



Job Title:	Marketing and Events Coordinator
Department	Yorkshire Cricket Foundation
Reporting Line:	Director of Operations
Location	Headingley Stadium, Leeds
Employment Type	Permanent - Full Time

Department Overview

Yorkshire Cricket Foundation is the home of community cricket, and we aim to put cricket at the heart of Yorkshire, inspiring everyone to connect with the game.

From the iconic Headingley Stadium direct into the core of our communities, building on our heritage and creating a legacy that makes everybody proud.

We are responsible for governing the recreational game across the county, delivering engaging programmes and events within our communities and supporting the development of our clubs and leagues.

Working in partnership with other appropriate agencies and organisations, including schools and community groups, to increase participation and growth in the game and provide an inclusive and safe space equipped for individuals, teams and clubs to enjoy playing the game they love.

Job Purpose

The Marketing and Events Coordinator will help showcase the Yorkshire Cricket Foundation's work, inspire wider support, and build meaningful community engagement through powerful storytelling and well-delivered events.

- Plan and deliver impactful marketing campaigns and activities to promote the positive social impact of Yorkshire Cricket Foundation's work across the County.
- Organise safe and engaging events reflective of the community spirit and inclusivity of Yorkshire Cricket Foundation.
- Design and deliver awards ceremonies and celebrations to honour the champions of community and recreational cricket in Yorkshire.
- Promote the activities of Yorkshire Cricket and its participants in recreational and community cricket.

Key Responsibilities

Area	Responsibilities
Event Coordination	<ul style="list-style-type: none"> • Plan and coordinate a variety of events including fundraising activities, awards evenings and engagement events. • Liaise with colleagues, venues, and suppliers to ensure efficient event planning and execution. • Manage event logistics, timescales, scheduling, staff coordination and communications. • Control guest lists, participant registrations and relevant venue access. • Promote activities pre-event, during and post-event through the Yorkshire Cricket Foundation’s relevant channels, maximising attendance where necessary. • Identify risks and modify event planning to adapt appropriately.
Marketing	<ul style="list-style-type: none"> • Design and plan effective marketing campaigns to promote the activities and events of Yorkshire Cricket Foundation. • Create engaging and relevant content for Yorkshire Cricket Foundation’s website, social media channels, and newsletter. • Manage Yorkshire Cricket Foundation’s social media channels, seeking to grow engagement and reach. • Consult with partners to amplify their support of Yorkshire Cricket Foundation and highlight new partnership opportunities. • Monitor marketing and engagement performance, through insight reports. • Map alternative in-campaign marketing activities for underperforming content.
Website	<ul style="list-style-type: none"> • Assist in maintaining and updating the organisation’s website, ensuring content remains current, accurate, and aligned with brand guidelines. • Oversee the coordination of website changes by liaising with internal teams and external web developers. • Support the upload and organisation of content such as news, events, and multimedia, ensuring consistency and quality. • Monitor website functionality and user experience, flagging issues and suggesting improvements where appropriate. • Ensure website content supports marketing campaigns and organisational objectives.

Internal collaboration	<ul style="list-style-type: none"> • Develop internal communications model to promote events and activities to all Yorkshire Cricket staff and relevant parties. • Work closely with programme leads, regional teams and wider colleagues to better understand their work and its impact to assist with marketing plans. • Develop and maintain marketing distribution database and records in line with Yorkshire Cricket Foundation's policies. • Manage the log of marketing campaigns and activities, together with digital creatives used for each campaign. • Collect and record feedback from teams on successful and unsuccessful campaigns and learn from it.
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 dignity, fairness, equality and respect. • Work with partners, colleagues, venues, schools, local clubs, and other agencies to identify and engage with various target groups. • Ensure inclusive behaviours are maintained during decision-making and developing working practices.
Safeguarding	<ul style="list-style-type: none"> • Demonstrate, at all times, a commitment to safeguarding children and adults • Contribute to the implementation of the Yorkshire Cricket Safeguarding policy • Report any safeguarding concerns in accordance with Yorkshire Cricket's Safeguarding Report Management Procedure

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

All Yorkshire Cricket Foundation (YCF) staff
All other staff related to Yorkshire Cricket
Partner representatives (such as Chance to Shine, ECB etc)
Headingley Stadium venue partners (such as Sodexo)

Job Specification

Essential Criteria	M/C
Previous experience of planning and executing effective marketing campaigns	<input checked="" type="checkbox"/>
Previous experience of planning and delivering a range of events	<input checked="" type="checkbox"/>
Knowledge of Microsoft Office to produce detailed reports and effective plans	<input checked="" type="checkbox"/>
An understanding of safeguarding and health and safety	<input type="checkbox"/>
Strong written and verbal communication skills	<input type="checkbox"/>

Ability to use initiative and high levels of problem-solving skills to achieve goals and key objectives within specific timeframes and against set KPIs	<input type="checkbox"/>
Proficient skills in utilising social media platforms and marketing design tools, such as Canva	<input type="checkbox"/>
Excellent organisational skills and attention to detail	<input type="checkbox"/>
Desirable Criteria	
Experience of working in the charity and/or sport sector	
Familiarity of CRM systems and reporting mechanisms to track engagement	
Knowledge of sport-related community programmes and activities	

Core Competencies

Time management	<input checked="" 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 type="checkbox"/>	Written communication	<input checked="" type="checkbox"/>

Essential Certificates and Checks

Clean Driver's License	<input checked="" type="checkbox"/>	Disclosure Barring Service Check	<input checked="" type="checkbox"/>
------------------------	-------------------------------------	----------------------------------	-------------------------------------