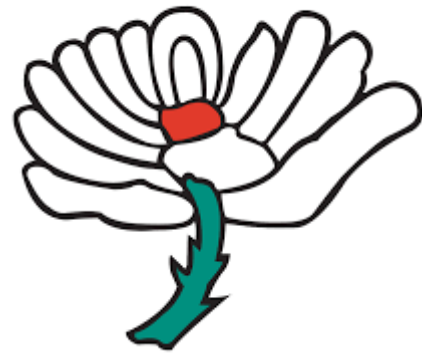


JOB DESCRIPTION

The Yorkshire County Cricket Club



Job Title:	Digital Content Producer
Department	YCCC - Commercial / Marcomms
Reporting Line:	Digital Content and Marketing Manager
Salary Band:	3 Manager / Specialist
Location	Headingley Cricket Ground
Employment Type	Permanent - Full Time

Department Overview

The Marketing function sits at the heart of Yorkshire's commercial growth strategy, driving audience growth and revenue across cricket and non-cricket activity. Through integrated campaigns, CRM, digital engagement and performance marketing, the team converts brand attention into measurable commercial outcomes. At the centre of this sits Yorkshire Studios - the Club's digital and content capability. The team is responsible for growing reach, deepening engagement, and creating seamless journeys from discovery through to purchase and long-term loyalty.

Job Purpose

This role is responsible for creating engaging, entertainment-led content across Yorkshire's digital platforms and working closely with Men's, Women's, and pathway cricket, as well as community and non-cricket activity. Working within the content and digital team, you will ideate, film and edit high-quality video and photography content, develop repeatable formats, capture immersive matchday and behind-the-scenes storytelling, and support commercial campaigns and partner activations.

Key Responsibilities

Area	Responsibilities
Content Creation and Production	- Lead ideation, creation, and execution of bold, platform-native video content that drives fan engagement and digital growth, from initial concept through to publication - Film, produce and edit both short-form and long-form video content across multiple formats and platforms including YouTube, Instagram, TikTok, Reels, Shorts, Stories, and emerging channels

	• Create immersive, fan-focused content capturing matchdays, training environments, community initiatives, and non-cricket activity • Deliver high-quality hero content that supports campaigns and drives measurable audience growth, engagement, retention, and conversion • Maintain high editorial standards, platform best practices, and safeguarding compliance • Operate confidently in fast-paced environments, making real-time decisions during matchdays and key events
Content Planning, Storytelling and Player-Led Content streams	• Develop scalable, entertainment-led formats that captivate existing fans, attract new audiences and sustain year-round interest • Identify compelling stories, trends and cultural moments that connect cricket with wider fan communities • Showcase players through authentic, personality-driven storytelling that strengthens fan connection • Identify emerging content formats, platform innovations, and digital product opportunities to enhance fan experience and monetisation • Collaborate with players, coaches, pathway athletes, creators, and influencers to unlock authentic, personality-led storytelling • Work closely with the Digital & Content Manager and wider marketing team to execute the content roadmap and ensure cohesive messaging across all channels
Publishing and Channel Management	• Assist in writing and scheduling engaging, platform-native copy across digital and social channels, ensuring consistent publishing and alignment with the wider content strategy
Performance, Insights and Optimisation	• Use audience insights and performance data to refine creative output, inform publishing decisions and optimise cadence
Commercial Content and Partnerships	• Deliver high-quality partner and sponsor content aligned with activation goals and commercial objectives
Safeguarding	• 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
Equality, Diversity and Inclusion	• 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 Strategy

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

- Digital & Content Marketing Manager – *Line Manager*
- Creative Manager
- CRM & Personalised Marketing Executive
- Head of Marketing
- Commercial and Ticketing Teams
- Communications Lead

Job Specification

Essential Criteria	M/C
Proven experience creating high-performing digital video content, with a demonstrable track record of driving audience engagement and platform growth	☒
Proven experience independently filming and producing short-form and long-form video content in professional environments	☒
Hands-on proficiency in video production, editing, and content tools (e.g., Adobe Premiere, Photoshop, After Effects)	☒
Excellent storytelling, copywriting, and editorial judgement, creating content that resonates with diverse audiences	☐
Ability to work across platforms, adapting content for YouTube, Instagram, TikTok and other social channels	☐
Use audience insights and performance data to refine content and ensure high-quality, engaging and brand-aligned output	☐
Confident communicator, able to collaborate with marketing, digital, commercial teams, and athletes to deliver cohesive content	
Strong time management and organisational skills, with the ability to manage multiple priorities and meet tight deadlines in a fast-paced, high-pressure environment.	
Desirable Criteria	
Experience writing copy and captions, scheduling content and publishing across social media platforms.	
Experience or a strong interest in photography, with an understanding of image editing and enhancement for digital and social media platforms.	
A passion for sport and a good understanding of cricket, including its audiences, culture and key storylines.	
Experience creating content in sport or entertainment, working with athletes, creators or talent.	

Core Competencies

Time management	☐	Ability to influence and negotiate	☐
Attention to detail	☒	Analytical skills	☐
Confidentiality and discretion	☐	Leadership skills	☐
Interpersonal and communication skills	☐	Initiative and proactive	☒
Teamwork	☒	Creativity and innovation	☒
Flexibility and adaptability	☐	Accountability	☐
Able to work autonomously	☐	Written communication	☒

Essential Certificates and Checks

Drivers License	☐	Disclosure Barring Service Check	☒
First Aid Qualification	☐	ECB Coaching Qualification	☐