

Vacancy: Head of Marketing & Communications

Background

Cricket Scotland is the governing body for the game at both performance and participation levels throughout Scotland.

Our vision is to inspire Scotland to choose cricket and we do that by supporting the different forms of the game within communities, schools and over 130 clubs throughout the country. The future of Scottish Cricket is incredibly bright, and we continue our pursuit of ICC Full Member status.

In line with our strategic plan, the organisation has created this exciting new role.

The position will assist the CEO and CS leadership team in growing the Cricket Scotland brand and raising the profile of the sport to achieve our long-term goal of making cricket a mainstream sport within Scotland.

The position reports into the Chief Executive and is based at Cricket Scotland's offices in Edinburgh. The nature of the role demands someone who is willing to travel when required.

Purpose of the Role

The Head of Marketing and Communications will lead on all internal and external marketing and communications for the organisation:

- Engaging with local and national press
- Market Cricket Scotland assets to grow revenue through new identified partners and sponsors
- Develop valuable relationships with UK media and stakeholders, and some international media
- Develop relationship with CS partners and sponsors
- Manage marketing campaigns to grow the profile of Cricket Scotland
- Writing UK press releases for local and national media and securing take up which generates action
- Managing the daily updating and ongoing development and security of the Cricket Scotland website and social media channels

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Job Description

Role Title:	Head of Marketing and Communications (Marcoms)
Main Purpose:	The Head of Marcoms is responsible for managing all internal and external marketing and communications of Cricket Scotland (CS)
Responsible to:	Chief Executive
Direct Reports:	Social Media Intern, Regional Media Teams,
Office:	National Cricket Academy, MES Sports Centre, Edinburgh, EH4 3NT
Hours:	37.5 hours per week
Outline of Role:	<p>The role holder will be responsible for developing and delivering:</p> <ul style="list-style-type: none"> • Lead on internal and external marketing and communications • Market Cricket Scotland assets to grow revenue through new identified partners and sponsors • Develop valuable relationships with UK media and stakeholders, and some international media • Develop relationship with CS partners and sponsors • Manage marketing campaigns to grow the profile of Cricket Scotland
1 Marketing & Brand	<ul style="list-style-type: none"> • Planning effective marketing campaigns for CS, ensuring campaigns are delivered on time and within budget with tangible results • Marketing the CS brand to potential corporate partners and developing strong corporate relationships • Working closely with CS staff to project manage campaigns from beginning to end ensuring they meet the target objectives • Securing commercial opportunities to generate income for CS both locally and internationally including launching a CS online shop for clothing and merchandise • Supporting the leadership team and staff in the use of the Cricket Scotland brand for all external communications • Reporting campaign results to the leadership team and explaining variances • Reporting on campaign return on investment and making recommendations for future activity • Supporting the production of Cricket Scotland publications • Working to strict deadlines and KPI's as set by the CEO
2 Media & Communications	<ul style="list-style-type: none"> • Demonstrating strength in team playing and being an effective internal communicator • Developing an integrated communications strategy to increase the CS brand, incorporating PR, marketing and online/digital • Traditional Media <ul style="list-style-type: none"> • Developing relationships with key media to secure and grow media coverage both online and in print, building strong relationships with sport and non-sport journalists

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	<ul style="list-style-type: none"> • Writing UK press releases for local and national media and securing take up which generates action • Generating a good profile for CS within influential features, UK and internationally, supporting our aims • Monitoring press stories relating to CS and its brand and maximising opportunities for positive PR while managing negative PR to best effect • Acting as media manager for Cricket Scotland events, home international matches, press conferences and ICC events • Providing media training and messaging guidance to others, creating briefings for interviews and advising on media handling • Social media <ul style="list-style-type: none"> • Managing resources to ensure content for CS social media platforms and supporting CS departments and regions with their specific social media accounts • Generating social media engagement and excitement while managing any negativity/comments to best effect • Managing the creation, filming and distribution of video content for digital marketing and media projects • Communications and messaging <ul style="list-style-type: none"> • Collating and analysing current communications and messages, ensuring consistency of message and tone • Developing and leading the company's internal communication strategy across Scotland • Communicating our brand to internal customers and stakeholders • Communicating externally with stakeholders including overseeing the monthly e-newsletter and membership communications • Manage the CS contacts media database • Website <ul style="list-style-type: none"> • Managing the daily updating and ongoing development and security of the Cricket Scotland website and supporting CS departments with website page design, content and speed, while driving SEO
3 Financial Management	<ul style="list-style-type: none"> • Overseeing the annual marketing & communications budget and ensuring it's use is fully maximised • Tracking, monitoring and reporting on spend against budget and ensuring appropriate sign-off by CS budget holder • Maximising opportunities to reduce central CS costs and increase revenue through effective supplier procurement
Key Relationships	Chief Executive, CS Leadership Team, Players, Regional Associations, ICC, Regional Media, Internships, CS Board Members
Working Hours	Due to the nature of the business a flexible approach to weekly contracted working hours (37.5) is to be expected.

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Background and Experience

The successful candidate should have the following skills, education, and experience:

Educational and Professional Qualifications

Essential

- A degree or equivalent in a marketing, communications or PR subject

Desirable

- A relevant masters degree would also be an advantage.

Previous Experience/Training

Essential

- Previous experience as a Marketing and Communications Lead for a similar organisation
- Highly articulate individual with excellent written communications and presentation skills are essential.
- A proven ability to lead Marketing and Communications strategies.
- Previous experience of relationship building with corporate organisations
- Extensive experience working on a variety of marketing campaigns from inception to completion.
- Strong technical ability and marketing platform experience.

Desirable

- Experience of strategic media relations and social media planning and execution
- Previous experience of crisis and issues management
- Experience in developing a communications brief, working with stakeholders and influential journalists to generate heavyweight coverage
- An ability to work to organisational deadlines and KPIs
- Marketing of retail or membership programmes
- Experience of working with membership organisations
- A knowledge and understanding of cricket and / or experience of working in a cricket organisation

Remuneration

The package will include a competitive salary dependant on qualifications and experience, laptop, and mobile smart phone.

Applications

Interested applicants should send a covering letter together with their CV to the Chief Executive at applicants@cricketscotland.com clearly stating the name of the role.

Closing date for applications is 17:00 on **Monday 30th November 2020**.

Cricket Scotland is strongly committed to the promotion of equality and diversity in its employment practices, and to making its services as accessible as possible.

As part of our work to achieve these goals, we need to collect personal data which will be handled in the strictest confidence and will only be used for statistical monitoring purposes.

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We would encourage you to complete our equality monitoring form which can be found [HERE](#).

Interviews for suitable candidates may take place before the closing date.

No agencies.