

Vacancy: Communication Manager

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 at over 130 clubs throughout the country.

Following the publication of the 'Changing the Boundaries' report, and the review into racism in Scottish cricket, it is also vital that we ensure cricket is a welcoming place for all and that no one suffers from any form of discrimination.

We want to build a brighter, fairer and more diverse cricketing community at every level of the sport we love, and we are looking for inspirational new staff members to help us shape that future, and the role of our new Communications Manager is a key appointment to help us achieve that goal.

We welcome applications from people of all backgrounds and communities to ensure that Cricket Scotland best represents those who are passionate about the game.

We particularly encourage applications from disabled people and those from ethnically and culturally diverse communities – both of whom are currently under-represented within Cricket Scotland.

Purpose of the Role

Cricket Scotland seeks to appoint an enthusiastic, energetic communications manager, experienced in crisis communications and developing and delivering engaging multi-stakeholder strategic communications plans.

Working in a dynamic, fast-paced environment, we are looking for an individual with at least five years' relevant experience who loves a challenge and has delivered multi-channel, multi-stakeholder communications plans to a consistently high standard.

You will be a strong communicator and influencer and have a proven record of developing good media relations as well as writing engaging content.

We are looking for someone who is a self-starter, happy to take on personal responsibility yet operates as a team player and is comfortable working alongside the Board and senior leadership team.

You should be educated to degree level and have an excellent skill set across communications, relationship building, stakeholder engagement and multi-disciplined projects.

Job Description

Role Title:	Communications Manager
Main Purpose:	The Communications Manager is responsible for managing all internal and external communications of Cricket Scotland, website content and social media channels
Responsible to:	Head of Operations
Direct Reports:	Seasonal Social Media Intern
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"> • All internal and external communications • Develop valuable relationships with UK media and stakeholders, and some international media • Manage social media channels and CS website
1 Media & Communications	<p>Communications</p> <ul style="list-style-type: none"> • Developing an integrated communications strategy to increase the CS brand, incorporating PR, marketing and online/digital • Ensuring consistency of message and tone across all CS communications • Developing and leading a communication strategy for the regions, clubs and participants across cricket in Scotland • Communicating effectively with all CS stakeholders through a range of appropriate channels • Manage the CS contacts media database <p>Traditional Media</p> <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 • Writing UK press releases for local and national media • 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
2 Media Channels	<p>Social media</p> <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

	<ul style="list-style-type: none"> Managing the creation, filming and distribution of video content for digital marketing and media projects <p>Website</p> <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 Additional Tasks	<ul style="list-style-type: none"> Support the leadership team and staff in the use of the Cricket Scotland brand for all external communications and marketing campaigns Support with the production of Cricket Scotland publications Support CS commercial activities Budget management
Key Relationships	Chief Executive, CS Leadership Team, Players, Regional Associations, sportscotland, ICC, regional media, Internships, CS Board / Council
Working Hours	Due to the nature of the business a flexible approach to weekly contracted working hours (37.5) is to be expected.

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

Previous Experience/Training

Essential

- Previous experience as a communications lead for a similar organisation
- Experience of strategic media relations and social media planning and execution
- Highly articulate individual with excellent written communications skills
- A proven ability to lead communications strategies.
- Previous experience of relationship building with corporate organisations and is comfortable working alongside and providing advice to the Board and senior leadership team
- A self-starter who is happy to take on personal responsibility yet operates as a team player

Desirable

- Experience of Previous experience of crisis and issues management
- Knowledge of wordpress
- Creative digital experience
- Experience of working with membership organisations
- A knowledge and understanding of sport and / or experience of working in a sports organisation

Please note, applications without the necessary job-related requirements stated above will not advance to the interview stage.

Remuneration

In return for the above, we offer a dynamic working environment and the opportunity to be part of a sports development team driving real and positive change in the sport of cricket in Scotland. We offer a competitive salary, pension scheme, flexible working, and attractive holidays

Contact and applications:

Applications to be sent with your CV and a covering letter to applications@cricketscotland.com. The closing date for applications is the **4th September 2022**.

Please note that we will not be able to reply to every application for the role. If you do not receive an invitation to interview by the **10th September**, then we have deemed that you are not a suitable candidate for the role.

Please note successful candidates will be required to live in Scotland and be able to work in the UK and have a Visa that allows the candidate to undertake this form of employment in the UK.

Cricket Scotland is strongly committed to the promotion of equality and diversity in its employment practices, and to make 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. 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.