



Vacancy: Marketing and Social Media Executive

Are you a difference maker in the marketing and social media space? Do you have the passion and desire to make an impact in a growing, exciting sport? Cricket Scotland are seeking a dynamic and engaging Marketing & Social Media Executive help drive change in what is a defining year for our business.

WHO WE ARE

Cricket Scotland has a simple vision – to inspire the country to fall in love with and choose cricket!

Our people run and promote the game across Scotland and beyond, from schools through grassroots club cricket and on to the professional game.

In the international arena, the Scotland Men's and Women's teams are rubbing shoulders with the world's best, while our development squads are packed with potential.

Now we need help to unlock that!

We're fortunate to have a creative, committed team who love the game and its potential, but we're looking to add more talent to our squad to help shape Scottish cricket's future.

In doing so, we'll build a brighter, fairer, and more diverse cricketing community at every level. Following the recent review into racism in Scottish cricket, it's vital we ensure the sport in this country is a welcoming place for all and that no one suffers from any form of discrimination.

We are an equal opportunities employer and welcome applications from all sections of the community. We particularly encourage applications from those with protected characteristics.

Our hybrid-working model offers variety in your place of work, with the the chance to work from home on some days each week. Where possible, you will attend the office at the National Cricket Academy or site visits in line with your role.

Purpose of the Role

We are looking for an organised and creative Marketing & Social Media Executive to transform the promotion of our sport, with imaginative marketing and social media campaigns which will inspire people to choose cricket, follow clubs, watch Scotland internationals or join as a Cricket Scotland member.

The successful candidate will have experience in a similar role, the ability to work accurately and with a creative license be able to implement and run with innovative campaigns.

Job Description

Role Title:	Marketing & Social Media Executive
Main Purpose:	To co-ordinate and develop marketing and social media campaigns in line with grass roots, club and international matches and events
Responsible to:	Head of Operations
Office:	National Cricket Academy, MES Sports Centre, Edinburgh, EH4 3NT
Hours:	37.5 hours per week
Outline of Role:	The role will be responsible for delivery of the Cricket Scotland marketing and social media strategy working across the entire spectrum of cricket operations. This will involve working with multiple stakeholders within Cricket Scotland and externally.
1 Marketing and Social Media	<ul style="list-style-type: none">• To create and implement a creative strategy in growing the profile of CS across all social channels• To manage the daily content for CS social media platforms• To support CS departments with their specific social media accounts• To support in the development and implementation of the Cricket Scotland marketing strategy in line with the CS Strategic Plan• To support the Head of Communications in implementing effective lines of communication between CS and its stakeholders
2 International, regional and domestic cricket	<ul style="list-style-type: none">• To provide social media support for CS events, Home International matches and ICC events• To manage social media for programmes for all other national squads at senior and youth level• To manage social media activity around the Regional Series and other regional competitions• To manage social media activity around domestic league and cup competitions
3 Partnerships and Membership	<ul style="list-style-type: none">• To support the Head of Operations in developing relationships with partners and sponsors activation

	<ul style="list-style-type: none"> To manage the comms and activation of the Saltire and Patron membership programme
4 Other Media	<ul style="list-style-type: none"> To support in the production of Cricket Scotland publications and monthly e-newsletters To support in the creation, filming and distribution of video content for digital marketing and media projects To co-ordinate the development and growth of Cricket Scotland digital and social media programmes to maximise opportunities and grow the profile of cricket in Scotland
5 Website	<ul style="list-style-type: none"> To manage the daily updating and ongoing development of the Cricket Scotland website To support CS departments with website page design and content
Projects	<p>From time to time, support CS departments and staff as required with specific projects.</p> <p>This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the organisation.</p>
Working Hours	<p>Due to the nature of the business a flexible approach to working hours and the 37.5 hour contracted working week is to be expected. This may include periods of time outside of Scotland and outside of the UK.</p>

Skills and Experience

Essential

- Experience of working within in a creative marketing/social media role
- Excellent organisational and time management skills with the ability to work under pressure and meet deadlines.
- Excellent communication and copywriting skills
- A team player, able to work with multiple departments within CS and develop relationships with international squads and governing bodies
- Strong IT and digital skills including Microsoft Office and social media media channels
- Knowledge of Equality, Diversity and Inclusion principles
- An interest in sport

Desirable

- Knowledge of cricket
- Experience using google analytics, wordpress, Mailchip and Canva
- Ability to work with minimum supervision and set and priorities.
- Willing to work evenings and weekends

Remuneration

In return for the above, we offer a dynamic working environment and the opportunity to be part of a sports governing body 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 **Monday 13th February 2023**.

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 **20th February** 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.