



DURHAM CRICKET

EMPLOYMENT PACK

DIGITAL CONTENT EXECUTIVE



INTRODUCTION AND OVERVIEW

Durham County Cricket Club was established as an amateur Minor County in May 1882. Cricket's most successful Minor County and the first to beat a First-Class County, Durham was awarded first class professional status in December 1991 – the only new First-Class County in over 70 years – and became a private limited company in 2004.

Since 2007 DCCC has won the County Championship three times and been runners up once, won the Fifty Over Competition twice in Lord's finals and appeared twice in T20 Finals Day.

Since becoming a first-class county, DCCC has established English cricket's most successful academy, producing international stars for England, including Steve Harmison, Paul Collingwood, Mark Wood and Ben Stokes

Durham CCC created the first new English Test Match stadium in over 100 years securing a long-term stadium naming rights sponsorship with Emirates Airways. The venue has a 15,000 permanent seating capacity and the Club has staged international cricket every year since 1999, including the successful Ashes Test held in 2013 and three games in the ICC Cricket World Cup in 2019. The Club has been awarded a further package of international matches to 2024.

A successful rebrand in 2018 created a new Durham Cricket identity. Durham Cricket is now the umbrella organisation encompassing all elements of cricket provision in the county covering the professional and recreational game and all activities impacting on the wider community of the county and beyond.



VISION, PURPOSE AND VALUES

BUSINESS DIRECTION, VISION AND VALUES

Durham Cricket has an essential role as the strategic delivery arm of the ECB in north east England. Durham Cricket also has the opportunity to mark out a very distinctive position in the world of cricket through the development and communication of an inspiring common purpose and strong individual identity (the Durham Cricket brand).

Our vision aligns the organisation from Changing Room to Boardroom, bringing together cricketing and commercial goals and resonates with our community (customers).

An effective Durham Cricket brand demands focus, ambition and a consistent approach to everything we do. There is an expectation that all our people will follow the vision, live and breathe the values and adhere to a set of consistent of behaviours. These are all set out below.

VISION

Durham Cricket will be recognised as having a winning culture on and off the field achieved by highly engaged people who enjoy working together with pride and passion.

PURPOSE

UNLEASHING POTENTIAL THROUGH CRICKET IN THE NORTH

VALUES

PROUDLY NORTHERN

We stand for something. We are family. Genuine, welcoming with a resilient spirit and a sense of fun.

PASSIONATE ABOUT DURHAM

We care about our club, our business and our brand. The passion and emotion unites us and drives us forward to create opportunities for the north on a national and global stage.

PURSUIING EXCELLENCE

We strive to be the best we can be. Continuously improving and pushing ourselves to set higher standards.

UNIQUELY CRICKET

Cricket is at our heart and heritage. It makes us unique and its principles guide everything we do.

BEHAVIOURS

- We are ambitious in the goals we set
- We actively seek and encourage feedback in pursuit of excellence
- We focus on continuous improvement
- We are accountable for our actions
- We catch people doing things right
- We are adaptable and flexible
- We stay true to our vision



DIGITAL AND CONTENT EXECUTIVE

JOB DESCRIPTION

JOB TITLE: Digital Content Executive
REPORTS TO: Marketing Director
DEPARTMENT: Marketing
DATE: 24 th October
SALARY: Commensurate with qualifications and experience

1. MAIN PURPOSE OF JOB

Cricket is the nation's favourite summer sport. Following England's success in the Cricket World Cup, an exciting Ashes series and with domestic cricket seeing record numbers through the gates, Durham Cricket are offering a fantastic opportunity to be part of one of the North East's most successful sports clubs.

We are looking for a Digital Content Executive to help implement the Club's content and digital strategies and deliver high-quality content to be used across all our online channels.

You should have in-depth marketing experience and a passion for digital technologies. Our ideal candidate is an experienced professional with demonstrable creative skills. With the ability to produce video and podcast content. You will work closely with different teams to ensure consistency through all digital marketing channels. You should also provide forward-thinking ideas to build and maintain the organisation's engagement levels and brand presence online.

2. KEY ROLES AND RESPONSIBILITIES

- Support with all design requirements across the business e.g. social media graphics, flyer design, posters, brochureware etc
- Support in the management of all digital marketing channels including website and social media channels to ensure brand consistency.
- Work with the Marketing Director and team to help develop specific campaigns to create and maintain high levels of customer interaction.

- Develop content strategies aligned with short-term and long-term marketing and audience engagement targets.
- Support in the management of match coverage during the cricket season.
- Manage and improve online content, considering SEO and Google Analytics.
- Work closely with the marketing and communications team to develop and deliver engaging content.
- Record, edit and distribute video documentaries, interviews and other engaging content.
- Continue to build on the clubs Tiktok account
- Deliver the design and digital aspects of marketing campaigns for both the club, venue and events.
- Monitor competition and provide ideas to stand out.
- Stay up-to-date with digital technology developments.
- Collaborate with marketing and design teams to plan and develop online content, style and layout.
- Liaise with content writers to ensure brand consistency.
- Optimize content according to SEO.
- Use content management systems to analyse website traffic and user's engagement metrics.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- Ensure compliance with law (e.g. copyright and data protection).
- Stay up-to-date with developments and generate new ideas to draw audience's attention.

3. KNOWLEDGE/EXPERIENCE/SKILLS NEEDED

- Proven work experience as a design and digital content marketer and editor
- Adobe skills including, Premiere Pro, Photoshop and Illustrator
- Interest in sports organisations digital presence
- Strong video editing & graphic design skills
- Experience in designing and implementing successful digital marketing campaigns
- Strong understanding of how all current digital marketing channels function
- Solid knowledge of online marketing tools and best practices
- Hands on experience with SEO, Google Analytics and CRM software
- Familiarity with web design
- Excellent analytical and project management skills
- Basic technical knowledge of HTML and web publishing
- Excellent writing skills in English
- Attention to detail
- Represent the organisations value and behaviours (see separate document)

Desirable

- Managing digital channels and producing online content for a sports organisation
- Venue or events digital marketing experience
- Qualifications in digital marketing, journalism, content production or a similar area
- A passion for cricket and/or sports

- Experience producing documentaries
- Experience producing podcasts

SPECIAL CONDITIONS

The post holder will be based at Seat Unique Riverside as part of the Marketing and Communications Department. Due to the nature of the work the post holder will carry out his/her duties as such times/days which are most effective to perform the tasks required. This may involve some out of hours work – evenings, weekends, Bank Holidays, as necessary. The Club may require attendance at events, presentations, meetings at various times. The policies of the Club reflect a 52 week, 7 day operation for all cricket provision.

EQUAL OPPORTUNITIES IN EMPLOYMENT POLICY STATEMENT

It is the policy of Durham Cricket to treat all employees and job applicants fairly and equally regardless of age, disability, gender, reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. Furthermore Durham Cricket will ensure that no requirement or condition will be imposed without justification which could disadvantage individuals purely on any of the above situations.

We recognize and value the difference and individual contribution that people make to the organisation. We strive to ensure that diversity as well as equality is embedded in all our policies, procedures and practices, responding to employees' needs and encouraging employee development to increase their contribution to effective service delivery.

HOURS

Full-time employed

SALARY

per annum depending on qualifications and experience

HOLIDAYS

28 days per annum (pro rata) which includes the 8 statutory Bank Holidays in England & Wales.

PENSION SCHEME

Automatic Enrolment into the Royal London Group Personal Pension Plan. Matched employee contributions up to a maximum contribution of 5% of Basic Salary.

WORKPLACE

Durham Cricket, Seat Unique Riverside, Chester-le-Street, DH3 3QR

TO APPLY

To apply for the role please send a covering letter detailing your suitability for the role and a current CV to recruitment@durhamcricket.co.uk.

In selecting their preferred candidate Durham Cricket will be looking for specific examples of the experience, skills and attributes outlined as requirements within the Job Description and Person Specification.

Due to the high volume of applications we expect to receive for this role, Durham Cricket will not be able to provide feedback to unsuccessful candidates.

Closing date for applications - ongoing