



**CAMBRIDGESHIRE
CRICKET**

RECRUITMENT PACK

MARKETING AND COMMUNICATIONS OFFICER

About Us

What is Cambridgeshire Cricket?

Cambridgeshire Cricket Board is operated by Cambridgeshire Cricket Limited and is part of the family of organisations that exist to make cricket accessible, available, and enjoyable for people in the county. It is one of the 39 County Cricket Boards that makes up the England & Wales Cricket Board (ECB) and is responsible for all ECB programmes in the county board area.

Established in 1996, the Cambridgeshire Cricket Board (CCB) promotes and develops the game of cricket in the districts of Cambridge City, South Cambridgeshire, East Cambridgeshire, and Fenland through partnerships with cricketing bodies and other appropriate agencies. In 2011, the Board became a Company Limited by Guarantee under the name of Cambridgeshire Cricket Limited.

Cambridgeshire Cricket Limited is responsible for all Participation and Growth activities, supporting recreational cricket, County Age Group cricket, and Talent Pathway Programmes across the County Cricket Board geographical area of Cambridgeshire. The CCB works across a variety of cricket leagues, member associations, educational establishments, facility providers, clubs, community groups, and other organisations to deliver its vision and strategy.

Vision and Strategic Priorities

“Cambridgeshire Cricket champions a vibrant environment, empowering every local community to safely and inclusively engage and progress in cricket”

As part of the cricket network, made up of the key organisations who deliver cricketing activity across the county, we want people in Cambridgeshire to say; *‘Cricket is a Game for Me’*

The Strategic Priorities for Cambridgeshire Cricket from 2024-2028 are:

- ✓ **Introduce new people to the game – make it ‘a game for them’**
- ✓ **Continue to transform the game and opportunities for women and girls**
- ✓ **Work in partnership to enable people to play**
- ✓ **Deliver a coherent inclusive pathway for players and people to develop and achieve**
- ✓ **Maintain strong and robust decision making supporting the needs of the Cambridgeshire community**
- ✓ **Make a positive difference to people’s lives**

Fundamentally, we believe that cricket is a powerful way of connecting & developing communities, building friendships and helping people to achieve through being involved in our wonderful game.

Examples of our work can be found at <https://cambscricket.org.uk>

Role Description

Purpose

Cambridgeshire Cricket Limited is proud of its achievements and the impact it has on cricket and people's lives. However, it does not always recognise and celebrate these achievements, nor are people fully aware of the opportunities that exist to get involved in the cricket community in Cambridgeshire. This role will instigate a high-quality and consistent approach to promoting, recognising, and celebrating all the activities within cricket in Cambridgeshire. This will occur across a range of communication channels that are most relevant to the target audience. The role will work in partnership with all permanent staff members, casual coaches, team managers, and the broader cricket community to market and celebrate cricket. Working as a member of the Cambridgeshire Cricket Development Team, you will play a key role in maintaining and growing participation in cricket in Cambridgeshire while promoting and celebrating opportunities and achievements on our female and male performance pathways.

Key Objectives

- Promotion and celebration of Cambridgeshire Cricket activities, opportunities and achievements
- Establish and deliver a Communications Strategy and operational plan implemented across all staff members
- Promotion of the new Cambridgeshire Cricket brand and collateral to display a professional image
- Oversee any marketing campaigns for Cambridgeshire Cricket
- Confirm and reinforce communication processes and policies
- Oversee communications to the Cambridgeshire Cricket Network and the broader public – newsletters, social media, website, blogs, and other relevant channels.
- Collate and share Information with key partners and sponsors
- Create reports than outline performance against marketing campaigns or communications
- Construction of an evidence base through insight and data collection

Person Specification

- Previous experience within a marketing and/or communications role, ideally with relevant qualifications
- Experience creating and delivering marketing campaigns through a variety of communication channels.
- The ability to tell compelling stories, based on clear evidence and facts, that connect with hearts and minds
- Creative thinking and design
- A close eye for detail in terms of language, grammar, and content
- Ability to establish and manage a budget
- Excellent verbal and written communication skills
- Experience of using appropriate digital marketing tools to get to the desired target audience
- Experience of data collection and analysis used to improve future performance
- Work from home but with ability to travel to capture great stories
- Positive approach to cricket and what it can achieve for societal good

Terms and Conditions

- Part-time position, 22.5 hours (3 days) per week, Home based
- Permanent contract
- Up to £15,000 salary per annum, pro rata £25,000 (depending on experience)

To apply

If this role appeals to you, please apply through the following link [Marketing & Communications Officer - Cambridgeshire Cricket job - Cambridgeshire - Fig HR \(livevacancies.co.uk\)](#) – by **5pm on Monday 28th October 2024**. We intend for interviews to take place week beginning 4th November 2024. For any queries, please email recruitment@cambscricket.org.uk

Safeguarding Statement

Cambridgeshire Cricket Limited is committed to safeguarding and protecting the children, young people and vulnerable adults that we work with. As such, all posts are subject to a safe recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services.

Equality Statement

Cambridgeshire Cricket Limited, in all its activities is fully committed to the principles of equality of opportunity in cricket, and is responsible for ensuring that its job applicants, employees, workers, office holders, volunteers, participants or members as well as those participating in or watching the Board's activities are treated fairly and are able to conduct their activities free from discrimination, harassment or intimidation.