



DIGITAL MARKETING ASSISTANT

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| Job Title: | Digital Marketing Assistant |
| Reports to: | Senior Communications Executive |
| Contract: | Fixed Term Contract – Five Months (End of October 2024) Up to £21K pro-rota |
| Based at: | The Spitfire Ground, St Lawrence, Canterbury (<i>with occasional travel</i>) |
| Hours: | 09:00 – 17:00 Monday – Friday. However, this job includes match day coverage, so some weekends, bank holidays and evening hours will be required |

Kent Cricket is recruiting for an exciting role within its Marketing and Communications Team. The Digital Marketing Assistant (FTC) will be in post throughout the cricket season, working across all domestic competitions. The Club is looking to appoint a motivated, committed, resourceful and reliable individual for this role.

The role will be significantly linked to match day coverage, so will involve some weekend work and evenings under the floodlights when matches are being played.

The role is an important part of the team with the aim of creating and sharing that are inspiring and engaging to always maintain close relationships with members and supporters, whilst also striving to grow the reach of the Club's supporters through quality output across all Kent channels.

Equality Statement:

We're passionate about creating an inclusive workplace that promotes and values diversity. Companies that are diverse in age, gender identity, race, sexual orientation, physical or mental ability, ethnicity, and perspective are proven to be better companies. More importantly, creating an environment where everyone, from any background, can do their best work, is the right thing to do and we therefore encourage applications from all sections of the community.

Work closely with the Marketing & Communications Manager to create and design graphics for use across the Club's platforms, including social media & e-marketing,

Key responsibilities:

- In conjunction with the Senior Communications Executive, be first point of contact for the day-to-day activities on Kent Cricket's Social Media platforms (Facebook, Twitter, Instagram, TikTok, LinkedIn and YouTube). This includes the match day social media content delivery, ensuring correct usage of tone and language to reflect the state of the current match.



- Ensure that brand guidelines are followed for all content served across the Club's social media platforms at all times. Responsibility for growth of all social media channels is also key.
- Capture video content with players & coaches on training days and at home matches.
- ensuring that all creative conforms to Kent Cricket's and the ECB's brand and competition guidelines.
- Support the administration of the Kent Cricket website, uploading news items, match highlights, and match-day updates as well as liaising with all other departments to ensure that all sections of the website are kept up-to-date with relevant information at all times.
- Work closely with the Marketing & Communications Manager to execute email campaigns to segmented data sets and analyse campaigns.
- Work on the creation of digital match programmes, gathering content, imagery and liaising with relevant agencies.
- Work with the Senior Communications Executive on content strategy to ensure content is kept updated across the business.
- Work with the Senior Communications Executive to support on the delivery of the Club's EDI Action Plan.
- Support the wider office team, answering phones and enquiries.
- Produce match-by-match reports on Live Streaming figures and social media activity.

QUALIFICATIONS, SKILLS AND EXPERIENCE:

- Knowledge of all social media platforms, including TikTok
- Competency in the use of Adobe Photoshop & Premier Pro or similar software
- Knowledge of email communications
- Experience in video editing and video content capturing
- Good communication and interpersonal skills
- Being a team player, yet being able to work under own steam is essential
- A 'can-do' attitude, with a willingness to make a difference
- Ability to work to tight deadlines and manage a heavy workload
- A knowledge and understanding of cricket essential

How to apply:

Initial applications should be made by emailing a CV, with a covering letter, to:

jobs@kentcricket.co.uk.

Closing date for applications: Friday 10 May, 2024.

Interviews will be held at The Spitfire Ground, St Lawrence w/c 13 May, 2024.

Please note that due to the volume of applications the Club receives, we are unable to provide specific feedback on unsuccessful applications.