



MARKETING, MEMBERSHIP AND TICKETING EXECUTIVE

- Full-time role
- Salary band: £22K - £27K – based on experience

Introduction to Kent Cricket:

Founded in 1870, Kent Cricket is an English county cricket club, based in Canterbury. Kent has a long history in cricket and the club has always been a dominant force in English cricket.

The Club also has responsibility for all community cricket in Kent, meaning that it is the delivery hub for all men's and women's cricket countywide. Kent has a rich heritage of recreational cricket with the county having the second highest number of players in the UK.

Kent Cricket is at an exciting phase in its history. It is crucial that we must build on the achievements of the past, the recent progress and move forward to ensure that cricket in Kent not only continues to prosper but is a leader.

We are looking for an enthusiastic Marketing, Membership and Ticketing team member, with customer experience, to enable delivery of our service to existing and new members. This role will be responsible for ensuring that every touch-point of the member and customer journey is a winning one – a customer focussed attitude is essential in this role.

This role will initially be based at home and subsequently at The Spitfire Ground, St Lawrence, Canterbury, Kent once current restrictions are lifted.

All applicants should have excellent communication, organisational and attention to detail skills, in addition to a growth mindset.

Kent Cricket welcomes applications from anyone regardless of age, disability, race, colour or ethnic and national origins, religion or belief, or sexual orientation.



Key Responsibilities

- Drive best practice in Membership and ticketing to ensure that processes and systems deliver excellence
- Take responsibility for the execution of Membership and ticket buyer campaigns, including both electronic and direct mail campaigns
- To lead on match-day live streaming technology and maintain the co-ordination with ECB and live stream service providers to deliver on-time and on-budget match day productions
- Be the point of contact for all general, Membership and ticketing enquiries, working with the wider team to resolve all enquires in a professional and efficient manner, determining the root cause of the enquiry; offering the best option to achieve customer satisfaction and resolution within role boundaries
- To provide a personalised approach to engaging with enquiries on the telephone, via email and face to face
- Ensure the reception phone system is managed and ensure all calls are handled in a professional manner, in line with the values of the business
- Ensure the club provides an excellent customer experience for all supporters buying Memberships, season tickets, Match day tickets and non-cricket tickets from Kent Cricket
- Lead on the execution of the strategic Membership and season ticket communications plan, working closely with the Communications and Content Executive, to ensure members receive strong customer focused communications
- Lead on the daily coordination with ticketing and Membership system service provider
- Lead on the execution of the strategic ticketing marketing plan to increase sales and hit annual ticket sales targets
- Ensure the Club delivers strong customer-focused communications to supporters buying match and event tickets.
- Provide post-event digital reports to track viewership trends and identify growth opportunities
- Lead on the execution of all digital member and ticket holder communications, working closely with the Communication Content Executive to request content
- Provide database analysis and segmentation to support marketing strategy and communications plans, providing a data-driven approach to marketing communications



Personal Attributes

- Pro-active team player, ideally with previous experience in working with customers (ideally in a sporting arena)
- Proven experience within Customer Services / Membership role
- Competent with Outlook, Microsoft Word, with ability to complete a 'mail merge', advanced Excel skills would be extremely useful in this position
- Exceptional organisational skills with motivation and passion to drive Kent Cricket Membership sales and ability to work under pressure
- Ability to work extended hours on all Kent Cricket home games and on Membership/Club events which may take place in the evenings or at weekends.
- Outstanding communication skills in all forms, especially written, but also aware and capable in web and electronic communication
- Excellent organisational and time management skills
- A positive attitude
- Full UK driving licence required

Application

Please submit your CV to Kent Cricket directly via jobs@kentcricket.co.uk.

No agencies please.

Deadline for application: Wednesday 10th February, 2021 – 17:00.