



Bucks Cricket – Marketing & Communications Officer

CONTRACT TYPE Full time, permanent.

SALARY £26,000

REPORTS TO Chief Executive – Rich Hudson

LOCATION Buckinghamshire. Remote work when not at meetings/site visits/fortnightly Staff Working nr. Aylesbury.

JOB PURPOSE

To lead our media, content, communications and PR activities to tell our story and to strengthen the connections between Bucks Cricket and its existing and potential members, participants and supporters. This is a new position within the business, so the responsibilities are not set in stone. We need someone who can jump in, get things done and work with the team to shape the future of Bucks Cricket.



ABOUT BUCKS CRICKET

Bucks Cricket is a Charitable Incorporated Organisation and one of 20 *National County Cricket Boards*. We aim to increase access to cricket, develop talent and promote cricket and Cricket Clubs in Buckinghamshire. Our main work streams are:

- Club Development - 100 affiliated Clubs, 54 Junior sections, 2400 participants in National Programmes
- County Pathway U11-U18 (380 Boys & Girls) and Men's, Women's and Disability County representative teams
- Inclusion Hubs – 9 Street Cricket and 4 Disability hubs
- Schools Coaching and Competitions

Our values are:

- **Pride in the Whole Game** in Bucks: Every cricket participant and programme matters
- **Enjoyment:** Cricketers – and coaches, officials, volunteers and staff – play better when they enjoy what they do in safe and inclusive environments that promote well-being
- **Progress:** Helping cricketers – and coaches, officials, volunteers and staff – become a little better day by day with aspiration encouraged

ROLE AND RESPONSIBILITIES

Core role

- Lead the development and delivery of our communications, including the website, social media and newsletters to build Bucks Cricket's visibility through engaging and differentiated content within an agreed narrative framework. Ensure all activity is appropriate to the purpose and values of Bucks Cricket and align behind any charity specific regulation.
- Attend Bucks Cricket programmes, matches and events to create and curate content aligned to the vision and values of Bucks Cricket
- Work with internal and external partners to publicise Bucks Cricket's impact, including by securing coverage in social, local and regional media
- Celebrate the successes and good practice of Cricket Clubs, players, officials, volunteers and supporters in Buckinghamshire
- Promote key activity, player announcements, team successes, organisational partnerships and sponsorships
- Construction of an evidence base through insight and data collection

Desirable

- Organisational skills to lead logistics on key events through the season, e.g. Milton Keynes Showcase Day
- Able to create Sponsorship packages and help identify potential partners
- Help us to maximise the benefits of being a Charity

PERSON SPECIFICATION

- Demonstrated skill at content production on major social media channels including mobile content filming, editing software and social media analytic tools
- Good understanding of social media platforms and consumer trends
- Comfortable working with a cricket-focused team in a fast paced environment
- Comfortable working within a strategic framework, making decisions and acting on own initiative where appropriate.
- Ability to adapt to change and new challenges as they arrive.

- Passionate about the role communications can play in delivering strategic goals.
- Excellent written and verbal communication skills. Specifically the ability to take key business information and strategic projects and translate them into compelling content in a format which is suitable for social and other media
- Solutions focused
- Well organised individual who recognises the importance of structure and planning.
- Good time management and attention to detail.
- Good interpersonal skills and able to work effectively with many internal and external partners
- Ability to establish and manage a budget
- High standards of personal integrity. Understands the importance of Safeguarding and data protection
- Has a learning mindset and is keen to continue their self-development
- The postholder must be open to travel in Buckinghamshire and working some weekends and week nights to attend events, matches and coaching programmes.

EMPLOYER POLICIES

- 20 days annual leave to be chosen by employee, and 5 days at/between Christmas and New Year, and the 8 Bank Holidays
- 45p per mile expenses (from nearest Bucks Cricket Club if based outside the county)
- Employer contribution 5% pension scheme
- Laptop and mobile phone provided
- Hybrid/flexible working – whole staff meet in-person fortnightly (more frequently during the winter) on Tuesdays near Aylesbury

HOW TO APPLY

Please submit the following to admin@bucksrocket.co.uk by **5pm on Wednesday 20th November**.

1. APPLICATION FORM – downloaded from bucksrocket.co.uk
2. COVER LETTER & CV
3. EXAMPLE OF A RELEVANT PIECE SOCIAL MEDIA CONTENT YOU HAVE CREATED (e.g. via a URL or WeTransfer)

Interviews are currently planned to take place on Friday 29th November.

Any offer to a successful candidate will be conditional upon the following:

- Verification of identity and relevant qualifications
- Disclosure and Barring Service (DBS) check

- Verification of the right to work in the UK
- Receipt of two satisfactory references including current/most recent employer