

JOB TITLE

Job Title:	Commercial Marketing Executive
Reporting to:	Split role, reporting to Head of Business Operations and Head of Marketing & Brand
Expected Salary:	£27,000 per annum
Contract:	Full Time
Hour of Work:	37.5 hours per week. Including evening & weekend work during the cricket season and event days, Including working all key matchdays and events held at Essex Cricket. This position is office based, with the flexibility to work one day per week from home.
Deadline to apply:	Mon 20 October 2025 (successful candidates will be notified by Fri 24 October and invited to interview on Thurs 30/Fri 31 October)

Person Specification

Knowledge and Experience

- Marketing degree or equivalent experience
- A minimum of 1-year previous B2B Marketing experience within a commercial environment

Essential Attributes

- Clear communicator, both written and verbal
- Solid planning and organisational skills
- Ability to work independently, but as part of a team
- Ability to work well under pressure and meet deadlines
- Methodical, with exceptional attention to detail
- Adaptable to respond to the demands of multiple projects and needs of the business
- Experience of managing and manipulating data using CRM software
- Experience with lead generation methodology
- Proficiency in Microsoft Office
- Willingness to continue learning
- Can do attitude

Desirable Attributes

- Interest and knowledge of cricket helpful, but not essential

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Main Commercial Objectives:

- Deliver agreed outcomes for Club sponsors and partners.
- Generate pipeline leads by promoting Club B2B products holistically.
- Use a data driven led approach to build valuable marketing campaigns.

Main Duties:

- To support the marketing of Essex Cricket conference and events facilities, partnership opportunities, matchday hospitality and commercial events.
- Work with the Sales Team to achieve company targets and generate new business using a variety of agreed marketing plans.
- Support in the production of commercial marketing collateral.
- Responsible for the delivery of all marketing components within Commercial partnership contracts, including but not limited to; competitions and promotions.
- Maintain and update commercial pages of the Essex Cricket website, including player sponsorships, testimonials, partner branding and profiles.
- Maintain the Essex Cricket LinkedIn page with engaging B2B led content.
- Responsible for the Commercial B2B e-newsletter.
- Support Partnerships team to deliver end-of-year partner reviews.

Purpose of the Role

To work with the Commercial Partnerships and Marketing teams to drive B2B revenues across the business.

Our Mission

TO BE THE NUMBER 1 CRICKET REGION, built on a platform of On Field Success, Off Field Growth and Home-Grown Inspiration.

Our FOCUS FOR SUCCESS is to

EXCITE – every individual to be excited by Cricket

ENGAGE – all partners and stakeholders to the opportunities around Cricket

ENHANCE – the development and improvement of Cricket in the East Region

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Essex Cricket is committed to safeguarding and protecting the children and young people that we work with. As such, all posts are subject to a safer 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.

Essex Cricket will ensure that all existing and potential employees receive equal consideration and is committed to the elimination of unlawful or unfair discrimination on the grounds of age, gender, gender reassignment, marital or civil partner status, disability, race, colour, ethnic or national origin, religion/belief or sexual orientation.

This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process, and we would aim to reach agreement to the changes.

To apply please complete the Essex Cricket application form online. Any additional information should be sent to vacancies@essexcricket.org.uk (e.g. a covering letter explaining your suitability for the role and your CV).

Closing date for applications is **20th October 2025**

All applications will be reviewed once received and interviews will be held on 30th and 31st October with the relevant qualifications, experience and right to work.

Essex Cricket reserve the right to close the application process prior to the advertised closing date should a suitable candidate be identified.

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