ESSEX

APPOINTMENT OF MARKETING MANAGER

FROM JANUARY 2027



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SUMMARY

About the club
Essex Cricket was founded in 1876 in Chelmsford. It has three arms: club, community and foundation. The Men's side plays in Division 1 and has had major successes and claimed multiple trophies. In 2024, the ECB announced a top-tier for Women's cricket which Essex joined and competed in the inaugural season in 2025.

Essex Cricket is a club with great traditions, strong values, a proud legacy and a passionate fanbase - but with modern ambitions. As a club, our overriding objective is to become the number one Cricket region by giving every person the opportunity to "Fly like an Eagle" enabling long-term successes and sustainable growth across the East of England.

At Essex, it's all about punching above our weight, making a big impact and pushing the boundaries.

What does the marketing team do?
The marketing team are responsible for a wide range of tasks throughout the season, from engaging new fans to creating an unmissable matchday experience for the spectators. The marketing team try to encourage repeat custom whilst maximising revenue.

Overview of the role
Alongside the Head of Marketing & Brand this position will play a key role responsible in developing and implementing strategies that will maximise revenues. The role will require work across all commercial activities. This includes both non-cricket and cricket functions.

This is a new role that is expected to develop over time which will create opportunities to progress further within the Club.



PURPOSE, VISION, MISSION, STRATEGY & VALUES

Across both the Club and Community at Essex Cricket, we all share the same aims, mission objectives and values. Our strategic plan, named the Game Wide Plan, is our four year plan for sustainable growth and long-term successes across the East of England.

Purpose
Use the diverse passion for cricket for the benefit of all individuals and communities in the region, through on-field success, off-field growth and home-grown inspiration.



Vision
Our purpose drives us towards our vision to "Be the Number **ONE** Cricket Region".

Mission
To provide individuals with the opportunity to 'Fly Like an Eagle'.

Strategy

ECB Strategic Objectives

Connect Communities through Play	Transform women's and girls' cricket	Make cricket diverse, inclusive and accessible	Inspire through winning England teams	Thriving and sustainable men's and women's professional game	Win the battle for attention

Connect and grow the region	Transform the region	Inspire the region	Celebrate the region

Essex Strategic Objectives

Values
Stay Above The Line | Respect, Attitude, Effort.



MAIN DUTIES RESPONSIBILITIES

Marketing

- Support Head of Marketing in delivering and developing Club objectives, strategies and tactics
- Create and develop reporting structures with suitable metrics to chart success
- Responsible for the maintenance of the Club website to ensure sales journeys are optimised
- Management and monitor SEO, Paid Ads and Digital Platforms to maximise returns
- Manage the production of digital and printed marketing materials
- Utilise a variety of direct marketing tactics to drive sales
- Develop the Club's ability to capture data and management mechanisms across all departments
- Work with the Marketing team to drive and develop digital content whilst adhering to best practice
- Collaboration with official ECB agencies including Two Circles and Three Pipe
- Work with the Head of Marketing to manage the Marketing budget
- Manage Members of the Marketing team
- Maximise profitability of customers

Communications

- Support the press officer in managing press and media
- Support the press officer to manage media interview and image requests, and liaise with players
- Support the press officer to deliver annual press, media and content day
- Delivery of AGM and Member materials to support good governance of the Club



MAIN DUTIES RESPONSIBILITIES

Match Day

- Liaison with Sky/ECB match manager where necessary on matchdays
- Delivery of the Clubs' Live Stream, including booking of commentators and production staff
- Delivery of matchday activations – match sponsors, mascots and in-ground entertainment
- Creation of match day scripts for the public announcer and match day host
- Management of big screen production and match day host to enhance T20 match experience
- Review and develop matchday experience plan based around ECB led supporter feedback

Additional Roles

- Work with Commercial partnerships team to ensure all agreements are fulfilled
- Manage and maintain relationships across all departments
- Support Head of Marketing and wider commercial team as required



PERSON SPECIFICATION

Knowledge and Experience

- A Business or Marketing graduate with at least 3+ years experience in a Marketing role

Essential Attributes

- Excellent written and verbal communication skills
- Ambitious and hard working, prepared to contribute to all components of the team
- Goal orientated with a macro perspective
- A positive, customer-focused approach and strong teamwork skills
- Good organisational skills with the ability to meet deadlines
- Flexible attitude to working hours and the needs of the Club with the summer months being core to our success
- Positive ambassador for the Club, embracing its values and culture

Desirable Attributes

- Knowledge of cricket and the UK sporting landscape
- Experience working with ticketing campaigns and fan engagement strategies
- Familiarity with CRM systems and marketing automation tools
- Leadership and Project Management skills

NOTE:

This job description is intended to convey information essential to understanding the scope of the position and is not intended to be an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it. Duties, responsibilities, and activities may change at any time with or without notice, in line with the needs of the Club.



OTHER INFORMATION

What this role can give you

Alongside working in a nationally recognised high-performing county cricket club, this role has many benefits including:

- A welcoming, diverse and inclusive workplace with equality of opportunity for all
- Initial 20 days annual leave increasing to 25 days after 2 years plus bank holidays, recognised religious days and additional days for the Christmas break
- Employer pension contributions of 5% of base salary
- Opportunities for personal and professional development and growth
- Employee Wellbeing initiatives
- Free onsite car parking
- Club Branded Clothing
- Complimentary tickets for home matches





Commitment

This contract is a full-time, permanent role. The successful applicant will be required to work 37.5 hours per week. This will include evenings, weekends and/or bank holidays as required.

Location

The role will be based at the Ambassador Cruise Line Ground. **This is not a hybrid role**, but there will be ocassional opportunities to work from home. You may also be required to travel across the UK.

Remuneration

This position's remuneration range is between £33,000-£37,000 per annum depending on experience.

Commencement

This position's expected start date will be in January 2027, agreed with the successful candidate.



HOW TO APPLY

How to Apply
To apply for the Marketing Manager role, please complete this **form**.

- Please note the deadline to apply for this role is **Monday 30 November 2026**.

For an informal conversation about the opportunity please contact **Dan Porter** (Head of Marketing) at **dan.porter@essexcricket.org.uk**.



Safeguarding Statement
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.

Equality Statement
We are an equal opportunity employer. We celebrate diversity and are committed to building an inclusive environment for all employees. 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.

Rehabilitation of Offenders Act 1974
Many posts within ECCC are exempt from the above act, as the nature of the jobs fall within the type of work excluded from the Act by the 1975 and 2001 Exceptions Amendments. This means that before an offer of employment is confirmed, you must declare when asked, all offences, convictions, cautions, bindovers or any court cases you may have pending. Convictions will not necessarily be a
bar to employment with ECCC. If this post involves working with or has access to children and/or adults at risk, we will require an enhanced check from the Disclosure and Barring Service (DBS) for the successful candidate. If the post applied for does not require working with or having access to children and/or adults at risk, we will not take this into consideration unless it is necessary.







CONTACT DETAILS

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SOCIAL CHANNELS

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@EssexCricket & @essexwomen

@Essex County Cricket Club

Essex Cricket

FOR MORE INFORMATION ABOUT ESSEX CRICKET

www.essexcricket.org.uk

