

Digital Content Executive (Participation)

Candidate Brief



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BACKGROUND

Cricket Ireland is the governing body for the game at both performance and participation levels throughout the island of Ireland, representing the interests of both the men's and women's game. The future of Irish cricket is incredibly bright given the growth of the sport driven by significant success on the international stage in the last decade leading to unprecedented visibility for Irish cricket at home and abroad.

ABOUT THE ROLE

Cricket Ireland is seeking a Digital Content Executive to help raise the profile and visibility of grassroots and club cricket across the island of Ireland. The successful candidate will help drive engagement and growth of the game through digital communications channels, and will be responsible for delivering consumer-facing campaigns and materials relating to programmes that drive participation levels across Ireland.

KEY RESPONSIBILITIES

Reporting to the Media & Communications Manager, and working closely with the Participation Department, you'll play a pivotal role in supporting the growth of participation.

You will be responsible for:

- Crafting compelling digital content and managing specific social media channels to drive awareness, engagement and participation;
- Working daily within the Participation team to develop and implement digital content strategies aligned organisational goals;
- Creating and curating engaging content for social media platforms, website, eNewsletters, and digital marketing campaigns related to participation outputs and needs;
- Providing exceptional customer service and engagement to participants and stakeholders across various digital platforms;
- Working with internal knowledge experts to manage grassroots-specific social media paid advertising campaigns; and
- As necessary, on specific occasions, provide photography and/or videography for social media channels.

In addition, you will:

- Co-ordinate a planned approach to messaging and scheduling of grassroots communications;
- Work with internal knowledge experts to measure and report on performance of social media activities to inform decision-making and provide feedback; and
- At all times work within the established brand guidelines.

This role requires flexibility and may require some evening and weekend work during the cricket season. The responsibilities and accountabilities might differ from those outlined, and other duties as assigned, might be part of the job.

WORKING RELATIONSHIPS

- Marketing & Communications Department
- Participation Department
- Provincial Unions
- Grassroots Cricket Committee

THE CANDIDATE

This role will suit someone with previous experience working in Marketing / Communications / Digital & Social Media, who can work flexibly, and will bring their own creative ideas to the position. The person will have had proven success introducing innovative communications initiatives to maximise brand, reputation and digital engagement.

ESSENTIAL

- A Marketing, Communications or other relevant qualification
- 2+ years' experience and success in a similar role
- Experience of digital marketing across e-mail marketing and social media, CRM, etc.
- Drivers Licence and access to own vehicle

PREFERRED

- A solid understanding of the internal workings of a national sporting organisation would be well regarded but is not essential

SKILLS & KNOWLEDGE

- Demonstrable experience of creating and implementing successful integrated communications and marketing campaigns.
- Good grasp of social media and digital marketing tools and trends
- Proficient knowledge of Adobe Photoshop and/or Illustrator, Canva and Powerpoint
- Excellent written and verbal communication skills
- Fast learner of new technologies
- Ability to see the bigger picture.
- Experience in digital and social media community management.

PERSONAL ATTRIBUTES

- Strong interpersonal skills.
- Ability to influence others, with excellent team building, collaboration and partnering skills
- Strong team player, focused on team outcomes
- Willingness to take ownership and be held accountable
- Ability to work efficiently on own initiative
- Ability to work effectively under pressure
- Ability to manage multiple projects concurrently
- Positive and enthusiastic attitude

PROCESS

- The closing date for applications is **Tuesday 26th March 2024**.
- To apply please send a detailed covering letter and full CV by email to recruitment@cricketireland.ie
- Interviews will be held on **w/c 1st April 2024**

REMUNERATION

The package will include a competitive salary commensurate with qualifications and experience, include a laptop and iPhone for business use.