



Job description

Job Title:	Digital Content & Videography Lead
Reports to:	Head of Marketing & Digital
Responsible for:	N/A
Location:	Cooper Associates County Ground, Taunton
Contract:	Full time, permanent
Hours:	40 hours per week to include weekends and bank holidays as required
Main Purpose of Job: To support the overall digital and commercial output at Somerset County Cricket Club and the Cooper Associates County Ground, with focus around digital innovation, videography and content creation. Contribute to digital strategies and drive growth in the Somerset CCC media output that builds lasting connections with supporters, partners and key stakeholders.	
Key tasks and responsibilities: • Create outstanding and creative content for all Somerset/CACG owned, earned and paid digital channels including blogs, newsletter, in-ground, social and website. • Produce exceptional video content that has commercial value and ability to influence organic traffic, sales conversion, audience growth, engagement, reach and customer sentiment. • Help shape and develop Somerset's brand and tone of voice across digital platforms, enabling the Club to speak to a diverse audience. • Identify and implement new ideas to grow digital output, enabling the Club to remain at the forefront of social media and digital trends. • Support the Head of Marketing & Digital in wider business strategies to build lasting digital connections. • Build productive working relationships with key stakeholders at the Club, including the professional playing squad and coaches. • Produce content for commercial partners which amplifies their reach and impact whilst aligning them with the SCCC brand. • Travel to away matches with Somerset Men's 1st XI and deliver best in class coverage. • Proactively analyse our social and digital channels and research competitors to identify improvements. • Contribute to and assist the Head of Marketing & Digital in creating a dynamic and evolving digital strategy and roadmap to keep SCCC at the forefront of innovation in cricket. • Develop and execute Somerset's TikTok strategy. • Contribute to the SCCC live stream, becoming a valued member of the team including directing responsibilities. • Film interviews and player related content. • Content ideas and execution for marketing the Cooper Associates County Ground. • Day-to-day social media management and customer service enquiries. • Fulfil non-matchday photography requests • Assist commercial department as needed • To ensure the Club's equity, diversity and inclusion policy and standards are always upheld and always abide by the Club's code of conduct • To ensure the Club's safeguarding policies and procedures are adhered to at all times including adherence to the staff code of conduct and consistently advocating the safeguarding of children, young people and adults at risk at all times. Appropriate consideration must be given to safeguarding in all activities and decisions which are undertaken.	



- Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

This job description is only a summary of the role as it currently exists and is not exhaustive. The responsibilities and accountabilities might differ from those outlined and other duties, as assigned, might be part of the job.

Knowledge, skills and experience required:

- Strong levels of creativity and idea generation, with the ability to think outside of the box
- Experience in content creation for digital and social platforms
- Strong communication skills (written and verbal)
- Excellent copywriting skills
- 2 years minimum experience in Adobe Creative suite with a focus on video editing in a professional environment
- Experience of working in a fast-paced environment
- Ability to meet tight deadlines
- Data focussed to monitor and understand performance
- Strong relationship building skills

Key Attributes:

- Highly passionate about videography
- Highly motivated
- Takes ownership of projects
- A positive, determined, and structured approach to work
- Works autonomously and on own initiative
- Team player

Core competencies

Delivery & Performance

- Quality & Service Orientated
A demonstrated aptitude for understanding and satisfying internal and external customers. Provision of effective solutions. (Level 3 – Proficient)
- Results Focused/Action Orientated
A drive to plan and deliver results despite challenges and setbacks. (Level 3 – Proficient)
- Effective Resource Management
Understanding, respecting and effective use of the Club's resources. (Level 3 – Proficient)
- Innovative Thinking
Aptitude to identify key components of problems, generate creative solutions and seize business opportunities by taking considered risks. (Level 4 – Advanced)

Strategic Approach

- Business Awareness/Commercial Acumen
Ability to ensure business success and financial efficacy now and for the future. (Level 3 – Proficient)
- Strategic & Analytical Thinking



Capacity for conceptualising the immediate, medium and long-term local and global environmental challenges and define specific strategies for organisation growth in relation to our purpose and vision. (Level 3 – Proficient)

- **Organisational Alignment**
The aptitude to align one's own behaviour with the needs, priorities and goals of the Club. Focusing on the Club's vision before individual preferences or professional priorities. (Level 3 – Proficient)
- **Talent Development**
Full commitment to professional development and personal growth of self and others and the transfer of knowledge to future talent. (Level 3 – Proficient)
- **Agility**
Openness and ability to promptly identify and adapt to changes in the business environment. (Level 3 – Proficient)

Leadership

- **Active & Visible Leadership**
Demonstrates full and public commitment to Club's Values. Operates with integrity and transparency and role-models appropriate behaviours. (Level 3 – Proficient)
- **Inclusion Orientated**
Understands and values equity, diversity and inclusion approaches and works openly with all people, regardless of identity or characteristics. (Level 3 – Proficient)
- **Aptitude for Sustainability**
Commitment to operating sustainably to ensure the Club's negative impact on the environment is kept to a minimum. (Level 2 – Intermediate)
- **Safety Focused**
Understands, respects and values safeguarding and health and safety protocols and considers these within all aspects of the Club's operations. (Level 3 – Proficient)

Relationships & Influence

- **Teamwork & Collaboration**
The capacity for working collaboratively and effectively within and across teams, and with external stakeholders, to ensure a unified direction of travel to achieving the Club's goals and objectives. (Level 4 – Advanced)
- **Influence & Negotiation**
Aptitude for excellent communication and interpersonal effectiveness with the ability to negotiate with, and influence others, in respectful and honest ways to add value and achieve objectives. (Level 3 – Proficient)
- **Emotional Intelligence**
Ability to understand others (including non-verbal communication methods), management of own behaviour and reactions and self-reflection especially when faced with challenging or stressful situations. (Level 3 – Proficient)

Equal Opportunities and Inclusivity Statement

Somerset County Cricket Club endorses the principles of equality and equity and strives to ensure everyone involved with the Club has a genuine and equal opportunity to participate to the full extent of their own ambitions and abilities, to give of their best and be assured of an environment in which their rights, dignity and individual worth are respected. Everyone is responsible for creating an



inclusive working environment and we expect all colleagues, partners customers and suppliers to abide by our equality, diversity and inclusion policies and procedures.

The Club ensures all existing and potential employees receive equal consideration during the recruitment process and beyond, and is committed to the elimination of unlawful or unfair discrimination of any kind and in particular on the grounds of sex, race, disability, sexual orientation, marriage and civil partnership, gender reassignment, religion or belief, pregnancy and maternity, and age.

Safeguarding Statement

Somerset County Cricket Club is committed to safeguarding and promoting the welfare of children, young people and adults at risk, and expects all staff and volunteers to share this commitment. It is everyone's responsibility to keep vulnerable people safe.

As part of our safer recruitment process all relevant roles are subject to an enhanced or standard DBS check as appropriate, and two satisfactory references. We also require every staff member to undergo safeguarding training appropriate to their role.

We encourage an open, welcoming environment where everyone should feel safe to express any concerns. We have a range of policies and procedures in place which promote safeguarding and safer working practice across all that we do.

Prepared by:

Ben Warren

Date: September 2025