



Job description

Job Title:	Venue Marketing Lead
Department:	Commercial
Reports to:	Head of Digital and Marketing
Responsible for:	n/a
Location:	Cooper Associates County Ground, Taunton
Contract:	Full time, permanent
Hours:	Min 40 hours per week to include weekends and bank holidays as required
Main Purpose of Job: To lead the development and execution of marketing strategies that drive awareness, revenue, and engagement across our events, hospitality, and conferencing portfolio.	
Main Responsibilities: Marketing Strategy and Campaign Management <ul style="list-style-type: none">▪ Develop and deliver integrated marketing campaigns that increase bookings, attendance, and brand visibility.▪ Create and execute annual marketing plans to meet commercial targets.▪ Analyse performance data to optimise spend, audience reach, and conversion rates. Content Communications and PR <ul style="list-style-type: none">▪ Lead content creation across digital, print, and social channels—website content, blogs, case studies, email campaigns, brochures, and press releases.▪ Maintain strong brand consistency across all customer touchpoints.▪ Manage PR activity, media relationships, and storytelling around key events and brand initiatives. Digital Marketing <ul style="list-style-type: none">▪ Oversee performance of websites, SEO, PPC, paid social, and analytics to drive online enquiries and bookings.▪ Lead social media strategy and community engagement.▪ Manage CRM-led campaigns, customer segmentation, and automated journeys to support retention and upsell. Influencer and Ambassador Strategy <ul style="list-style-type: none">▪ Identify, evaluate, and build relationships with influencers, ambassadors, and key opinion leaders who align with our brand values and audience.▪ Develop and manage an influencer marketing strategy to broaden reach and generate authentic advocacy for events, hospitality experiences, and venue services.▪ Coordinate influencer content briefs, partnership agreements, and performance tracking.▪ Proactively research emerging talent and industry personalities who can support awareness and growth.	



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Event and Hospitality Promotion

- Collaborate with event, sales, and operations teams to promote conferences, corporate events, hospitality packages, and venue hire.
- Develop audience personas and tailored messaging for different market segments.
- Produce marketing collateral, event toolkits, and promotional materials.

Stakeholder Management

- Collaborate with internal teams and external agencies to deliver campaigns on time and in budget.
- Provide clear reporting on campaign performance, KPIs, and ROI.
- Act as a brand ambassador, ensuring high-quality and consistent communication throughout the organisation.

Event Management

- Develop innovative ideas, schedules and workflows for new events.
- Support in the co-ordination of event logistics, including internal teams and external vendor to ensure seamless event operations.
- Handle post event reporting, feedback gathering and performance evolution.
- Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

Safeguarding and Inclusion

- 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.

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:

Essential

- Proven experience in marketing, communications, or brand management.
- Demonstrable experience in delivering integrated campaigns across digital, social, email, and traditional channels.



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- Experience within events, hospitality, conferencing, venues, leisure, or a closely related sector.
- Strong track record and up to date knowledge of managing social media platforms and creating engaging content.
- Experience developing and managing influencer or ambassador partnerships.
- Experience using CRM systems, CMS platforms, and analytics tools to drive performance.
- Evidence of working with agencies, suppliers, and internal stakeholders to deliver campaigns.
- Experience producing marketing collateral (e.g. brochures, videos, case studies, event toolkits).
- Marketing qualification (CIM, degree, or equivalent).
- Experience in B2B and B2C campaigns.
- Experience with marketing automation, paid social, PPC, and SEO.
- Knowledge of brand development and audience segmentation.
- Strong analytical skills
- Commercial awareness
- Strong written and verbal communication skills, with the ability to craft clear, compelling messages.
- Good presentation skills.
- Ability to transform complex information into compelling stories and visuals.
- Strong organisational skills with ability to manage multiple simultaneous projects.
- Strong time management skills.

Personal attributes

- Innovative, creative, proactive, and highly motivated.
- Confident, positive, and able to inspire others.
- Detail-oriented with a commitment to quality.
- Curious, open-minded, and passionate about continuous improvement.
- Comfortable taking ownership and driving results.
- Positive negotiator and influencer.
- Collaborative working approach.
- Accountable.
- Resilient and calm when faced with challenges or changing priorities.

Core competencies

Delivery & Performance

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



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Strategic Approach

- Business Awareness/Commercial Acumen
Ability to ensure business success and financial efficacy now and for the future. (Level 3)
- 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)
- 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)
- Talent Development
Full commitment to professional development and personal growth of self and others and the transfer of knowledge to future talent. (Level 3)
- Agility
Openness and ability to promptly identify and adapt to changes in the business environment. (Level 4)

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)
- Inclusion Orientated
Understands and values equity, diversity and inclusion approaches and works openly with all people, regardless of identity or characteristics. (Level 4)
- Aptitude for Sustainability
Commitment to operating sustainably to ensure the Club's negative impact on the environment is kept to a minimum. (Level 3)
- 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)

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)
- 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 4)



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- 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)

Key contacts in the business:

Internal: Commercial Team, Catering Team, Operations Team.

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:

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