



Job description

Job Title:	Marketing Lead
Department:	Commercial
Reports to:	Head of Marketing & Digital
Responsible for:	Data Marketing & CRM Lead
Location:	Cooper Associates County Ground, Taunton
Contract:	Full time, permanent
Hours:	Min 40 hours per week, to include evenings, weekends and bank holidays as required

Main Purpose of Job:

To support revenue growth at the Cooper Associates County Ground from a conference and events and cricket perspective. The role holder has management responsibility and will adopt marketing activities to grow our membership and ticketing base – achieved through e-marketing and other marketing campaigns and by ensuring we promote our range of services to the right customer segments.

Main Responsibilities:

Audience acquisition/retention:

- Report on the success of our retention and engagement campaigns/initiatives.
- Provide new ideas and assist multi-channel acquisition campaigns tailored to identified prospects/future customer segments.
- Analyse and report on the success of our acquisition campaigns.

Relationship and Events Marketing:

- Manage the MOU process with Somerset Cricket Foundation and other National County Partners
- Lead on relationship marketing by creating amplification networks across multiple external stakeholders, maximising marketing opportunities.
- Lead of the SCCC invitation strategy to attract new audiences to cricket
- Lead on marketing outreach opportunities in order to grow audiences and raise the profile of SCCC.
- Lead on event planning for themed cricket events with support of the wider commercial team, working with various external stakeholders to deliver events such as the Beer and Cider Festival and Family Day.

Email Marketing:

- Take the strategic lead on email/SMS communication for cricket and venue.
- Effective line management of Data Marketing and CRM Lead.
- Ensure there are commercial call-to-actions which deliver sales leads to the Commercial Sales Team.
- Create a detailed email marketing and other communication channels plan taking in to account for all areas and facets of the business.



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Data Management and Growth:

- Assist and provide creative ideas to grow our database moving customers through the customer pyramid
- Work on strategic data management campaigns such as automation journeys
- Employ strategies to increase data profiling of our customers.
- Be comfortable with database marketing best-practise and lead on the strategic implementation

Research:

- Keep abreast of industry updates and opportunities, and proactively inform the rest of the team.
- Conduct regular audience analysis to identify prospective new audiences and inform strategy.

Campaigns:

- Assist in the creation of hero ticketing and membership marketing campaigns across various platforms.
- Track, analyse and report on marketing campaigns
- To provide overall strategic marketing support to the commercial department
- To provide ideas and marketing support for SCCC's commercial partnership activations, being a key contact to build external relationships.

Analysis:

- Ensure all weekly, monthly and ad hoc reports are produced in a timely manner.
- Continually analyse SCCC's client data base across cricket and the venue to inform acquisition and growth strategies.

Commercial and sponsorship support:

- Work closely with the commercial team to deliver sponsor activation campaigns.
- Ensure sponsors receive strong brand exposure through marketing channels.
- Support merchandise, ticketing and hospitality marketing initiatives.

Other:

- Work with the Head of Marketing & Digital on executing the SCCC Digital Roadmap.
- Play a key role in maintaining relationships with external stakeholders in the marketing and data sectors, such as Two Circles.
- To lead on maintaining all advertising material for poster sites, advertising screens and table collateral.
- Contribute to the overall marketing strategy with new ideas and fresh thinking.
- Develop an events strategy for the Cooper Associates County Ground which attracts new audiences, builds our reputation and ensure our events are successful and profitable.



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- To over-see the customer feedback strategy which should include sending out feedback forms, collating and reporting on the data and working with the wider team to refine and improve our offering.
- 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.
- Experience in event marketing and management
- Proven experience and track record in data marketing and business insights based on data
- Strong track record and up to date knowledge of managing marketing campaigns through multiple channels
- Experience developing and managing influencer or strategic partnerships.
- Experience using CRM systems, databases 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.
- Strong organisational skills with ability to manage multiple simultaneous projects.
- Strong time management skills.

Personal attributes



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- 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 4)
- 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 4)
- Innovative Thinking
 - Aptitude to identify key components of problems, generate creative solutions and seize business opportunities by taking considered risks. (Level 4)

Strategic Approach

- Business Awareness/Commercial Acumen
 - Ability to ensure business success and financial efficacy now and for the future. (Level 4)
- 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 4)
- 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



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- 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)
- 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 Director, Head of Marketing & Digital, Data Marketing & CRM Lead, Commercial Team, C&E Team

External: Somerset Cricket Foundation, members, business owners, advertising agencies

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,



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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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