



Job description

Job Title:	Data Marketing & CRM Specialist
Department:	Commercial/Marketing & Digital
Reports to:	Marketing Lead
Responsible for:	N/A
Location:	The 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 Somerset County Cricket Club and the Cooper Associates County Ground through innovative data marketing. Supporting marketing activities to grow commercial output, by communicating effectively with supporters through e-communications and contributing towards exciting data projects as part of the SCCC digital roadmap.

Main Responsibilities

Audience acquisition/retention:

- Conduct regular audience analysis and identify prospective new audiences to target.
- Pro-actively using data and communicating insight to the wider marketing team
- Support in retention and engagement initiatives across all platforms
- Analyse and report on the success of data campaigns.

Email Marketing:

- Take the lead on writing email/SMS communications for both cricket and venue communications
- Lead on driving improved email metrics such as CTR and Open Rates
- Take responsibility for reporting on email communications and other individual campaigns and circulate the analysis with key learnings to the wider team.
- To manage and update all forms of automated communication.

Data Management and Growth:

- Assist and provide creative ideas to grow our database moving customers through the customer pyramid
- Become the key day-to-day point of contact for our CRM provider and manage the relationship effectively.
- Employ strategies to increase data profiling of our customers.
- Employ strategies to increase our third-party opt-in database.
- Ensure all data insertions amendments and deletions are carried out securely on the Club databases in line with GDPR
- Become a key point of contact for all SSO enquiries

Research:

- Perform market research to identify potential areas of development and growth for the business.
- Keep abreast of industry updates and opportunities, and proactively inform the rest of the team.

Campaigns:



Job description

- Establish an understanding of how each individual marketing channel contributes to overall business goals both individually and as part of a wider campaign.
- Track, analyse and report on marketing campaigns

Other:

- Produce match day materials for SCCC
- Contribute to the overall marketing strategy with new ideas and fresh thinking.
- Work with the wider marketing team to develop ideas which attract new audiences, builds our reputation and ensure our events are successful and profitable
- 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
- To ensure the Club's equity, diversity and inclusion policy and standards are always upheld

The role holder may be required to carry out additional tasks not specified in this job description which are within their level of ability. This job description will be reviewed periodically in consultation with the role holder.

Knowledge, skills and experience required:

Essential

- Experience in executing integrated marketing campaigns across digital platforms.
- Skilled in developing audience segmentation, creative and messaging strategies.
- Skilled in delivering creative ideas and innovative campaigns.
- Working knowledge of managing databases and Office suites.
- Working knowledge of Adobe Photoshop / InDesign for newsletter creation.
- A right to work in the UK is a requirement for the role as it is necessary for the role holder to work onsite during matches, events and when otherwise required.

Personal attributes

- A proactive team player who embodies our brand and values, who enjoys working collaboratively.
- Self-motivated and works on initiative.



Job description

- Excellent attention to detail and highly organised.
- Maintains knowledge and expertise at all times, ensuring skills stay up to date with the latest developments and trends and values continued professional development.
- Delivers creative ideas, campaigns and presentations with confidence and conviction.
- Is driven to achieve results and exceed targets.
- Responsible, punctual and reliable.
- Passionate about marketing
- A strong collaborator and communicator.
- An excellent grasp of the English language and has a creative twist in its use.

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 2 – Intermediate)
- Effective Resource Management
Understanding, respecting and effective use of the Club's resources. (Level 2 – Intermediate)
- Innovative Thinking
Aptitude to identify key components of problems, generate creative solutions and seize business opportunities by taking considered risks. (Level 2 – Intermediate)

Strategic Approach

- Business Awareness/Commercial Acumen
Ability to ensure business success and financial efficacy now and for the future. (Level 2 – Intermediate)
- 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 2 – Intermediate)
- Talent Development
Full commitment to professional development and personal growth of self and others and the transfer of knowledge to future talent. (Level 2 – Intermediate)
- Agility
Openness and ability to promptly identify and adapt to changes in the business environment. (Level 2 – Intermediate)

Leadership

- Active & Visible Leadership
Demonstrates full and public commitment to Club's Values. Operates with integrity and transparency and role-models appropriate behaviours. (Level 2 – Intermediate)
- Inclusion Orientated



Job description

Understands and values equity, diversity and inclusion approaches and works openly with all people, regardless of identity or characteristics. (Level 2 – Intermediate)

- 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 2 – Intermediate)

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 2 – Intermediate)

- 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 2 – Intermediate)

- 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 2 – Intermediate)

Key Contacts:

Internal: Marketing Lead, Head of Marketing and Digital, Commercial Director, Commercial Team; C&E Team

External: 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, marriage and civil partnership, gender reassignment, religion or belief, pregnancy and maternity, and age.



Job description

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:

Name: Ben Warren
Date: February 2026