



**CRICKET
IRELAND**



**Communications &
Digital Marketing Coordinator**

BACKGROUND

Cricket Ireland is the governing body for the game at both performance and participation levels throughout All-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.

Our emergence as a sport of national significance will only grow following the recent elevation of Cricket Ireland to ICC Full Membership and Test Status and a major revamp of international cricket structures that will see Ireland playing all three formats of the game at the highest level for the foreseeable future.

POST TITLE

Communications & Digital Marketing Coordinator

ROLE AND PURPOSE OF THE POSITION

The Cricket Ireland Communications & Digital Marketing Coordinator will be responsible for the co-ordination and roll out of communications, marketing and digital programmes and will support the Marketing Communications department on projects aimed at meeting the strategic priorities for cricket in Ireland, together with providing backup on media services for the organisation.

REPORTING TO

Media & Communications Manager

WORKING RELATIONSHIPS

- Marketing Manager
- Provincial Union Communications & Operations staff
- Commercial Department
- Participation Department
- Cricket Operations Manager
- Events Manager
- Players and coaches at all levels
- International Cricket Council
- Other Cricket Boards

ESSENTIAL CRITERIA

- Third level qualification in Communications, Media, Digital Marketing or at least two years' work experience in this area
- A basic understanding of cricket
- A background in coordinating and managing projects in a demanding environment
- Experience at managing/using a CMS
- Full, clean driving license

KEY QUALITIES

- Strong organisational skills incorporating excellent attention to detail
- Must be highly organised and able to work under pressure, with the ability to multi-task
- Excellent time management skills are required with the ability to work on one's own and as part of team
- The facility to work flexible hours, as dictated by a sport which is largely leisure/volunteer-based would be an advantage
- Demonstrable working knowledge of website and social media management
- Demonstrable working knowledge of Microsoft IT and software packages including Office, Word, Excel and PowerPoint

KEY RESPONSIBILITIES

- Co-manage the Cricket Ireland website, developing and coordinating content
- Providing social media support for matches, events, programmes and to support corporate strategic priorities Support the implementation of media and communications strategies
- Coordinate content suppliers and contractors for digital and photography services
- Support the Marketing Manager in developing and implementing campaigns (e.g. Participation programmes, commercial activities, and events)
- Support the communications programmes around the Senior Ireland Men's and Women's squads, as well as national youth levels
- Support the management of media arrangements prior to, and during, Cricket Ireland events such as matches, media days, press conferences
- Support the delivery of livestream services and broadcast services
- Develop strong working relationships with Provincial Unions and Clubs
- Any other tasks relevant to the role

Candidates should note that this list is not an exhaustive list and is subject to change as the job evolves

REMUNERATION AND ROLE LOCATION

- The salary will be commensurate with qualifications and related experience
- Position tenure: 18 month contract
- Position location: Cricket Ireland Head Office, Unit 15c Kinsealy Business Park, Co Dublin
- Annual leave: 26 days

PROCESS

- Applicants must be eligible to work within ROI and UK without requiring a visa/work permit.
- Closing date for applications will be **midday Friday 4 June 2021**.
- Letters of application and full CV should be sent by email to recruitment@cricketireland.ie (Reference: Communications & Digital Marketing Coordinator)