



**CRICKET  
IRELAND**



**Digital Content Executive**

## 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

Digital Content Executive

## ROLE AND PURPOSE OF THE POSITION

We are seeking an experienced *Digital Content Executive* to assist in the planning, execution and optimisation of our marketing and engagement work (primarily but not exclusively) through our digital channels. Promoting our various programmes and projects digitally is complex, so we are searching for a hands-on and detail-oriented operator who can take plans and bring them to life online.

The ideal candidate:

- stays up-to-date with the latest technology and best practices in the digital space, is comfortable using all social media planning platforms, and is creative with analytical abilities;
- is able to manage and improve online content, considering SEO and Google Analytics; Adwords and PPC are part of your core skillset;
- understands design thinking & planning – approaches problems from a user-centred perspective, you will have an understanding of design and will be visually driven and will instinctively know how to achieve best results;
- has social campaign planning experience, you will be comfortable using social advertising platforms, Meta Business Suite etc and know how to utilise these effectively for targeted campaigns; and
- is a good motivator, you will be committed to achieving team goals and will monitor the competitive set and provide suggestions for improvement.

Given the busy, year-round and multi-faceted nature of our organisation, timely and accurate delivery is key to the success of this position.

## REPORTING TO

Media & Communications Manager

## CONTRACT PERIOD

This is a six-month role.

## WORKING RELATIONSHIPS

There are numerous key stakeholders that this position will work with:

- Marketing Manager
- Participation department
- Commercial and Events departments
- Players and coaches at all levels
- Membership
- Provincial Union Communications & Operations staff

## KEY RESPONSIBILITIES

- Support the development of, and implement Cricket Ireland's digital content plan;
- Co-manage the Cricket Ireland website (new website coming in 2023) and eNewsletter services;
- Work with the Marketing Manager to develop and implement campaigns;
- Work with the Participation department to develop and execute support content and social media plans for grassroots and coaching programmes;
- Providing digital support to promote matches, events, commercial programmes and support corporate strategic priorities of Cricket Ireland;
- Support the communications programmes around the Senior Ireland Men's and Women's squads, as well as national youth levels;
- Support the communications programmes around the domestic cricket competitions under the auspices of Cricket Ireland;
- Analysis and reporting on digital channel performance;
- Develop strong working relationships with Provincial Unions and Clubs; and
- Any other tasks relevant to the role.

## KEY QUALITIES

- Good knowledge of all different digital marketing channels
- Good knowledge and experience with online marketing tools and best practices
- Minimum 3 years of hands-on experience with SEO/SEM, Google Analytics and CRM software
- Sense of ownership and pride in your performance and its impact on the organisation's success
- Critical thinker and problem-solving skills
- Team player

## ESSENTIAL CRITERIA

- Third level qualification in Communications, Media, Digital Marketing or at least three years' work experience in this area
- A basic understanding of cricket is ideal, but not essential
- A background in coordinating and managing projects in a demanding environment
- Experience at managing/using a CMS
- Full, clean drivers' licence

## REMUNERATION AND ROLE LOCATION

- The salary will be commensurate with qualifications and related experience
- Position tenure: six-month contract
- Position location: Cricket Ireland Head Office, Unit 15c Kinsealy Business Park, Co Dublin, however we operate a hybrid working policy
- Annual leave: 26 days (pro-rata)

## PROCESS

- Applicants must be eligible to work within ROI and UK without requiring a visa/work permit.
- Closing date for applications will be **Tuesday 11 April 2023 at 5pm.**
- Letters of application and full CV should be sent by email to [recruitment@cricketireland.ie](mailto:recruitment@cricketireland.ie) (Reference: *Digital Content Executive*)