



Marketing and Communications Manager Role Pack



Introduction

Dear Applicant,

Thank you for your interest in joining Oxfordshire Cricket. We're excited that you're considering becoming part of our team. As a member of our workforce, you will play a key role in helping us achieve our mission to shape the future of cricket, making it the sport of choice across Oxfordshire.

*We are seeking a dynamic and innovative **Marketing and Communications Manager** to drive brand awareness, engagement, and communication strategies. The successful candidate will be responsible for promoting the sport, increasing participation, and enhancing the organisation's reputation across multiple channels.*

*The **Marketing and Communications Manager** will lead and manage the marketing and communications, responsible for delivering the marketing and communication elements of the Oxfordshire Cricket strategic plan. The role focuses on increasing brand visibility, fan engagement, and stakeholder communication across the County, driving the growth of cricket through compelling storytelling, innovative digital strategies, and strong media and community partnerships.*

Please take some time to look at our website, <https://www.oxfordshire.cricket>, as this will tell you a lot about us and give you an idea of everything we do.

I hope that you might see yourself joining us and helping to make a difference.

Nick Pinhol

Operations Director



About the Organisation

At Oxfordshire Cricket our mission is to develop and protect the future of cricket by making it a sport of choice in Oxfordshire.

Overview

We are responsible for growing the game through increasing participation at all levels in Oxfordshire. We manage a comprehensive programme of representative cricket for boys, girls, women and men. Our elite programme is a proven provider of talent to the first-class game. We work hand in hand with Sussex, our first-class partner in providing a progression pathway for our best young players.

Oxfordshire Cricket employs 7 full-time staff and 4 part-time staff with a larger casual workforce and an annual turnover of c. £800k. We have 86 affiliated clubs, 44 junior sections, 14 women's sections and 23 girls' sections.

Further information can be found on our website by [clicking here](#).

History

The Oxfordshire Cricket Board (OCB) was formed in 1996 as an amalgamation of the Oxfordshire County Cricket Club (OCCC) and the Oxfordshire County Cricket Association (OCCA). Oxfordshire were unique at this time in merging its County Club and Association into a single body, a move that is now being followed by other counties. In April 2011 the OCB was incorporated as a company limited by guarantee. This met one of the ECB's criteria for becoming a high-performing County Cricket Board. We are one of the 41 voting members of the national governing body.

County cricket in Oxfordshire can be traced back to 1779 when the county played a match against Berkshire. By 1787 a County Club existed, the first such organisation in the UK. Although in and out of existence during the 19th Century, Oxfordshire was one of the founder members of the Minor Counties Cricket Association (MCCA) when it started its competition in 1895. After folding in 1906, the County Club was resurrected in December 1921 and has played in the Minor Counties Championship since that date.

Oxfordshire has been National County Champions on 5 occasions, in 1929, 1974, 1982, 1989 and most recently in 2021. In 2014 they were finalists in the Unicorns Trophy knock-out competition. In 2022 Oxfordshire won the T20 competition for the first time, beating Cambridgeshire in the final.

Our 2024 Impact

- 7000+ Unique Participants
- 4500+ Adult Recreational Players
- 4300+ Junior Recreational Players
- Over 2100 National Programmes Players
- Street Projects in Cowley, Banbury and Blackbird Leys
- 290+ Pathway, Bulls and Falcons Fixtures
- 1100+ Pathway, Bulls and Falcons Coaching Hours

Job Description

Job Title:	Marketing and Communications Manager		
Department/Group:	Central	Reporting to:	Managing Director
Location:	Flexible within Oxfordshire	Travel Required:	Yes
Level/Salary Range:	£27,000	Position Type:	37.5 Hrs a Week

Role Description

Aims of the Role

Oxfordshire Cricket's mission is:

'To make cricket open for All'

The **Marketing and Communications Manager** will lead and manage the marketing and communications team, responsible for delivering the marketing and communication elements of the Oxfordshire Cricket strategic plan. The role focuses on increasing brand visibility, fan engagement, and stakeholder communication across the County, driving the growth of cricket through compelling storytelling, innovative digital strategies, and strong media and community partnerships.

Role and Responsibilities

Key Responsibilities:

Communications & Content Management:

- Manage all internal and external communications, including press releases, newsletters, and website content.
- Create and oversee engaging digital content across platforms such as Twitter, Facebook, Instagram, LinkedIn, and YouTube.
- Ensure clear and consistent messaging across all communication channels.

Marketing Strategy & Execution:

- Develop and implement a strategic marketing plan to promote cricket in Oxfordshire.
- Plan and execute targeted marketing campaigns to increase awareness of programmes, events, and sponsorships.
- Oversee brand management, ensuring consistency across all communication materials.
- Track and analyse marketing performance metrics, adjusting strategies accordingly.

Media & Public Relations:

- Build and enhance relationships with media partners to ensure positive coverage of Oxfordshire Cricket.
- Act as the primary point of contact for press and media inquiries.

Stakeholder Engagement and Commercial Partnerships:

- Work closely with clubs, schools, and sponsors to support cricket development initiatives.
- Liaise with governing bodies, including the England and Wales Cricket Board (ECB), to align communication efforts with national strategies.
- Support fundraising and sponsorship activities through compelling storytelling and promotional efforts.
- Identify and secure commercial partnerships in collaboration with the Managing Director to enhance financial sustainability and growth.

Additional Responsibilities:

- Undertake other tasks as requested by the Managing Director where needed.

Skills & Experience Required:

- Experience in marketing, communications, or a related field.
- Strong written and verbal communication skills with the ability to create engaging content.

- Knowledge of digital marketing, including social media management, SEO, and email marketing.
- Ability to work independently and collaboratively in a fast-paced environment.
- Strong project management skills and attention to detail.
- Passion for cricket and an understanding of the sport's structure in the UK.
- Proficiency in Microsoft Office and design software (e.g., Canva, Adobe Creative Suite).

Oxfordshire Cricket is committed to safeguarding the welfare of children and young people and expects all staff to share this commitment. All appointments are subject to a satisfactory enhanced DBS check.

OTHER REQUIREMENTS

- This role will require the individual to be able to travel independently

Additional Notes

- This role will require flexibility from the role holder in terms of hours of work. There will be requirements to work both weekends and evenings. However, Oxfordshire Cricket is committed to the Wellbeing of its employees and will ensure that the role holder has appropriate time off during their week.
- This job description outlines the principal accountabilities/main duties relating to this post and does not describe in detail all the duties required to carry them out. Other duties may be required to be undertaken from time to time as directed by Oxfordshire Cricket Board Ltd

How to Apply

Please complete and submit the Safer Recruitment Application Form to Nick Pinhol at NPinhol@oxoncb.com **by 17:00 on 17th of March 2025.**

Interviews will be held on Thursday 27th of March

References

All offers of employment within Oxfordshire Cricket are subject to the receipt of a minimum of two satisfactory references. One of the references must be from your current or most recent employer.

Conditional Offer of Appointment

Any offer to a successful candidate will be conditional upon the following:

- verification of identity;
- verification of qualifications and professional status;
- a satisfactory criminal records check at enhanced level through the Disclosure and Barring Service (DBS);
- a check against the Barred List;
- verification of the right to work in the UK;
- receipt of at least two satisfactory references;
- a check for gaps in your employment history;
- satisfactory completion of the probationary period.

NOTE

Potential candidates with queries not already addressed in this job pack might like to contact Nick Pinhol at NPinhol@oxoncb.com to have those questions answered. Please note though that this is not a necessary part of the application process and is really just to cover the possibility of very specific questions needing to be answered prior to an actual application. Contact for this should be made via email to NPinhol@oxoncb.com