



MARYLEBONE CRICKET CLUB (MCC) JOB PROFILE

Content Manager

Department: Marcomms

Reporting to: Head of Digital

Contract: Permanent

DIMENSIONS OF ROLE

Normal working hours will be 09.00-17.00, Monday to Friday (inclusive), including one-hour unpaid lunch on each day worked; making a total of 35 working hours per week.

KEY PURPOSE OF ROLE

We are seeking a dynamic and experienced Content Manager to ensure the continued development of MCC's digital strategy. The ideal candidate will play a crucial role in bringing campaigns to life digitally through innovative content, supporting the wider business with all promotional requests via digital content and acting as the link within the Marcomms team to ensure wider business objectives are being met through our owned channels. Social media management, digital strategy development and website management will also be part of this role.

This ideal candidate will be a strategic thinker with a passion for storytelling, a keen eye for detail and a proven track record of bringing marketing campaigns to life through innovative digital content.

KEY TASKS AND ACCOUNTABILITIES

- **Developing digital marketing campaigns through innovative content:** Collaborate closely with the marketing team to develop and execute content that enhances campaign messages and drives engagement. Use creative storytelling to make marketing initiatives compelling and impactful.
- **Support wider business initiatives through digital content:** Work with various departments to understand their promotional needs and create content that supports these goals. Ensure all content is consistent with our brand voice and objectives while addressing specific business requirements.
- **Work closely with the Marcomms and commercial teams to ensure content aligns with broader company goals and campaigns:** Ensure all digital content supports marketing initiatives and helps achieve business objectives.
- **Plan and execute social media campaigns to drive engagement, traffic and conversions:** Develop campaigns that are innovative, engaging and aligned with marketing goals. Monitor and adjust strategies as needed to maximise impact.
- **Generate innovative ideas for digital content themes that align with our brand and resonate with our target audience:** Collaborate with the wider Marcomms team to bring these ideas from ideation to development. Focus on content that enhances marketing campaigns and supports business goals.
- **Maintain a content calendar to ensure timely and consistent delivery of content across all channels:** Coordinate with the marketing team to align content with campaign timelines and business priorities.
- **Collaborate closely with the MCC creative team to produce high-quality content for all platforms:** Ensure all content is visually appealing, brand-consistent and supports marketing and business objectives.
- **Identify and pursue opportunities to monetise our social media presence:** Explore partnerships, sponsored content and other revenue streams to further drive commercial income.

- **Analyse and report on the performance of social media campaigns:** Provide insights and recommendations to the wider business for future improvements. Use data to inform content strategy and ensure alignment with business objectives.
- **Develop, implement, and manage MCC's social media strategy across all platforms including Facebook, Twitter, Instagram, LinkedIn and emerging platforms:** Ensure that the strategy is innovative and supports the broader marketing and business goals.
- **Website Management:** Support the Head of Digital with website population, monitoring and ensuring it reflects wider business needs.
- **Monitor social media channels for industry trends, competitor activities and audience engagement:** Use insights to inform content strategy and improve engagement.
- **Act as the key point of contact for all internal digital requests:** Work closely with all teams and departments to ensure we are leveraging our social presence effectively to promote all areas of the business. Serve as the primary liaison within the Marcomms team to align digital content with marketing campaigns and business objectives.
- **Provide guidance and leadership to wider team members:** Ensure they understand how their work contributes to wider business goals and targets. Foster a collaborative environment where all team members can contribute to achieving marketing and business objectives.

This job profile is not an exhaustive or definitive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks and duties of the jobholder might differ from those outlined in the job profile and duties might be amended as the job evolves in light of the needs of the business and/or at the discretion of management.

VARIATIONS OF JOB RELATING TO MAJOR MATCHES

- Attendance at all major match-days, including weekends, as required.
- Any other duties, whether in the Department or elsewhere around the Ground, as required.

VALUES AND BEHAVIOURS

EXCELLENCE

- Striving for excellence in every aspect of the MCC's operations.
- Valuing continuous improvement, pushing boundaries to achieve the best outcomes for Members, players and visitors.
- From the world-class cricket schedule to the maintenance of Lord's Cricket Ground, we aim to drive forward the game of cricket.

TEAMWORK

- Creating a cohesive and supportive environment to create shared goals and responsibilities.
- Success in our team performance benefit all who come to Lord's.
- By valuing teamwork at MCC we create a positive and inclusive environment.

INTEGRITY

- Striving for honesty, fairness and ethical conduct in all aspects of cricket.
- Integrity, both on and off the field of play, is at the heart of MCC.
- Promote a culture of sportsmanship celebrated by those within the Club and those who visit to play or watch.

HEALTH AND SAFETY

- Responsible for the safety of yourself and others through adherence to MCC (and legal) safety rules and procedures.
- Report any unsafe practices, equipment or circumstances as appropriate.
- Comply fully with relevant security policies and procedures.
- Be familiar with fire procedures and evacuation procedures and be prepared to operate when/if trained as a Fire Warden.

PERSON SPECIFICATIONS – SKILLS, EXPERIENCE AND QUALIFICATIONS

- **Background in Implementing Digital Strategy:** Experience in creating and executing comprehensive digital marketing strategies and the ability to align content and social media initiatives with broader business goals.
- **Creative Thinking:** Strong creative skills with the ability to generate engaging and innovative content ideas. A proven track record of developing successful social media campaigns and digital content.
- **Analytical Skills:** Ability to analyse and report on social media metrics and campaign performance. Experience using analytical tools to drive data-informed decisions.
- **Project Management:** Strong organisational skills with the ability to manage multiple projects simultaneously. Experience in meeting tight deadlines and working in a fast-paced environment.
- **Team Collaboration:** Proven ability to work collaboratively with cross-functional teams. Leadership skills to guide and lead team members.
- **Commercialisation Skills:** Experience identifying and pursuing monetisation opportunities through digital channels.
- **Passion for Cricket:** A deep enthusiasm and knowledge of cricket. A genuine interest in engaging with cricket fans and creating content that resonates with the cricket community.
- **Passion for Social Media:** Demonstrated enthusiasm for social media trends, platforms and best practices.
- **Adaptability:** Ability to stay updated with the latest industry trends, tools and best practices. Flexibility to adapt to changing priorities and business needs.
- **Relevant Skills and Experience:** Minimum of 5 years of experience in content management and social media strategy. Proficiency in social media management tools with a strong understanding of SEO, keyword research and web analytics. Excellent written and verbal communication skills, with a keen eye for detail and design.

Written by: Jonathan North

Accepted by:

Date: July 2024

Date: