



MARYLEBONE CRICKET CLUB (MCC) JOB PROFILE

Head of Marketing and Digital

Reporting to: Chief Marketing & Communications Officer

Contract: Permanent

DIMENSIONS OF ROLE

Hours: 09:00hrs to 17:00hrs 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

Marylebone Cricket Club (MCC) is seeking a dynamic and innovative Head of Marketing and Digital (HOMD) to manage the club's marketing and digital strategies. Based at the iconic Lord's Cricket Ground, at a time in its history when it hosts more high profile matches than ever before, this role will drive the growth of MCC's audience base, overseeing delivery of compelling campaigns that increase brand visibility, promote the Ground's major events and commercial products, and increase digital engagement across MCC's multiple platforms to domestic and international markets. An experienced leader, the HOMD will manage a team of marketing, digital, content and video executives, supporting their development and maximising the breadth of marketing and digital opportunities available.

KEY TASKS AND ACCOUNTABILITIES

- Develop and execute integrated marketing and digital plans as part of the overarching Marcomms strategy to increase brand awareness, consideration and conversion that achieve the Club's commercial KPIs, most notably ticketing and Premium Seating targets across high profile international and domestic matches, along with wider commercial products and MCC/Lord's events. Oversight and delivery of the Club's campaigns across owned and paid channels, ensuring brand values are upheld and within legal parameters.
- Work cross-functionally with the Marketing and Communications team including creative and communications to champion the MCC and Lord's brands, ensuring a 360 approach is applied to campaign strategies that deliver fully aligned, cohesive and consistent marketing and digital campaigns across all customer touchpoints.
- Drive particular focus across the Club on audience growth, working with external agencies and internal stakeholders to achieve target acquisition of first party marketable data.
- Oversee the smooth operation and evolve fan engagement of consumer-facing digital products. These include establishing and growing subscriptions for the new digital platform *Inside Lord's*, delivering deeper engagement with the updated Lord's app and optimising the new public and Member-facing website (lords.org) to improve UX / sales conversion.
- Establish a comprehensive content strategy that supports overarching Club-wide goals, and deliver this content effectively across the Club's multiple social media channels to grow target audience engagement.
- Drive innovation in the Club's digital strategy, optimising new digital products and tools such as Ai to best enhance brand visibility, fan engagement and customer experience.
- Develop a clear reporting and evaluation process across campaigns and platforms for senior management in partnership with other Marcomms functions and third party agencies, that effectively monitor and analyse performance throughout the year to inform campaign investment. This includes oversight of tracking across owned digital platforms, CRM, SEM and SEO.
- Support wider Marcomms team objectives in growing positive sentiment by delivering first-class content in keeping with the Finest Club and Greatest Ground, including the likes of World Cricket Connects and PR initiatives.
- Work closely with the commercial team to help drive a new partnership activation strategy to optimise mutual brand growth potential, whilst driving further commercial opportunities presented by our existing audiences.
- Oversee a marketing and digital plan to support new commercial events and retail growth, including e-commerce
- Manage relationships with key marketing and digital external agencies / vendors, building strong working relationships and establishing comprehensive SOWs that ensure timely ROI on the Club's investment.
- Build strong, collaborative relationships with counterparts within the industry, including ECB.
- Manage marketing and digital spend on time and to budget, forecasting future investment priorities and opportunities that effectively support the annual Marcomms budgeting process.
- Provide leadership to the marketing and digital team including those with specific roles across CRM, content, social media, video production, new digital products and the *Inside Lord's* project team, to foster a culture of creativity, performance and development.

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

- Attend all high profile matches with extended hours as appropriate, including weekends (time in lieu for full match days).
- Any other duties as required whether in the Department or elsewhere around the Ground.

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.

PERSON SPECIFICATIONS, SKILLS AND QUALIFICATIONS

- A strong track record in strategically leading successful content-rich marketing campaigns, preferably within the sports, entertainment, or events sectors.
- Proven experience managing digital platforms with a passion for delivering innovative solutions.
- Data-driven and analytical mindset, leveraging performance metrics to inform strategy.
- A strong understanding and passion for brand management and content creation.
- Knowledge and understanding of data protection compliance for marketing and digital purposes.
- Demonstrated leadership and presentation abilities with experience managing and developing teams.
- Exceptional communication skills, with a keen ability to engage diverse audiences.
- Strong project management and organisational skills, with the ability to multitask across various projects.
- Collaborative team player who can work effectively across departments and with external stakeholders.
- A passion for cricket and knowledge of the sport is highly desirable.
- Experience working with high-profile sponsorships and commercial partners is an advantage.

Written by: Katie Maier

Accepted by:

Date: 4 November 2024

Date:

