**The Cricketer – Marketing Manager**

Would you like to lead marketing strategy on a leading sports title?

The Cricketer Publishing Limited is looking for an experienced marketing manager to promote awareness of the brand, driving subscriptions across our print and digital properties, and ecommerce sales for The Cricketer Shop. The successful candidate will be hard working with several years’ marketing experience and a proven track record of success. An interest in sport is preferable as well as the ability to work independently.

The ideal candidate will have experience working within B2C Media – preferably in both print and digital. You will create & deliver coordinated marketing campaigns to drive awareness of the brand and sales of product. You will be IT literate and have excellent writing and communication skills.

The Cricketer welcomes applications from the BAME community, women, and the LBGTQ+ community.

**Primary Objectives**

* Develop and deliver the annual marketing strategy to grow ecommerce for The Cricketer Shop, and increase subscriptions across digital, print and events
* Manage, monitor, optimise and report on the effectiveness of multi-channel marketing campaigns
* Provide marketing support to the commercial team to drive engagement and commercial revenue growth
* Responsibility for and reporting against spend within the annual marketing budget

**Competencies & Qualifications:**

* Minimum three years’ marketing experience in within publishing/events/ecommerce sales
* Excellent verbal and written communication skills
* A passion for marketing and commercial/growth mind-set
* Proactive, ambitious and results driven
* Strong planning and organisational skills
* Excellent attention to detail and strong analytical skills
* An enthusiastic team player with a can-do attitude
* Energy and confidence to deal with and influence a variety of stakeholders
* An interest in sport
* The drive and determination to succeed in a competitive environment
* Proficiency in the Microsoft Office suite

**Benefits**

* Company laptop
* Flexible home working arrangement
* Pension scheme

**Salary:**

Up to 35K dependent on experience

**Location:** East Midlands preferred but not essential

**Apply to:** jim.hindson@thecricketer.com