



## Job Description

<b>Job title:</b>	Media and Communications Work Placement
<b>Team:</b>	Commercial Department
<b>Reporting to:</b>	Digital Executive, Marketing Executive

### PRIMARY OBJECTIVE:

- The successful candidate will play a key role in the Club's live streaming operation for home matchdays. This will include learning how to operate a roaming camera and assisting in the overall output across the 2021 summer.

### ADDITIONAL OBJECTIVES:

- To help Somerset County Cricket Club improve and continue to deliver outstanding digital content to supporters, partners and media outlets.
- To ensure the continued development of Club's social media strategy and work with all stakeholders across the business to expand commercial opportunities.

### KEY ACCOUNTABILITIES

#### 1 Purpose of the placement:

The Somerset County Cricket Club Media and Communications Work placement will be responsible for working closely with the Commercial Department to deliver on several key objectives in 2021.

With nearly 1 million followers across all social media platforms and a website boasting 10 million hits in the last 2 years, this is a fantastic opportunity to learn and develop key skills within the outstanding environment of a professional cricket team. In particular, the Club is looking to continue expanding a live streaming product that achieved nearly 3 million views across the shortened 2020 season.

The role will enable the successful candidate to work with international sporting stars and apply knowledge of media and digital to that environment. Working closely with the Club Digital Executive and Marketing Executive, this unique placement will reward the candidate

with a range of new skills and exceptional real-world examples to pursue a long career in the sports media, journalism, or digital fields. The experience should also provide academic credit and contribute towards your qualification.

## **2 Principal Responsibilities:**

- Provide support on matchdays to the in-house live streaming platform. This will include manning a roaming camera during hours of play.
- To shadow and assist the Digital Executive in executing Club digital strategies across the 2021 season.
- Build a relationship with key stakeholders within the club, including the playing squad.
- To shadow and assist in marketing activation and strategy with the Marketing Executive and wider commercial team.
- To shadow and assist the Club in other commercial areas as deemed appropriate by the Commercial Director.

## **A. Working Relationships:**

- Digital Executive
- Marketing Executive
- Media Executive
- Commercial Director
- Playing Staff
- Media

## **5. Knowledge, Skills and Experience:**

- Media / film / camerawork skills
- Excellent knowledge of cricket
- Keen interest in the business of sport and eager to progress into future career
- Adaptable, comfortable working under pressure and to tight deadlines
- Strong communication skills
- Understanding of social media and current trends within sport
- Great attention to detail

\*Please note the work placement will involve some evening and weekend working. The placement will run from March to September/October 2021. Successful candidates must make themselves available for Somerset CCC home matchdays.

Somerset County Cricket Club will provide reasonable expenses for this position. Further details will be discussed during the interview stages.