

# Content & PR Manager

## Glamorgan Cricket and Welsh Fire

**Location:** Cardiff

**Contract:** Full-time

**Reports to:** Head of Marketing

### About the Role

Glamorgan Cricket is looking for a creative, proactive, and highly organised Content & PR Manager to lead the development of compelling content and impactful public relations activity that brings the club's stories to life.

You will be responsible for shaping the narrative of Glamorgan Cricket—creating high-quality written, visual, and social content while overseeing media relations, press activity, and reputation management. This role sits at the heart of our communications team, ensuring our fans, partners, and the wider community stay informed, engaged, and excited about Welsh cricket.

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### Key Responsibilities

#### Content Strategy & Creation

- Develop and own the content strategy across Glamorgan Cricket's digital platforms, ensuring alignment with brand, marketing, and commercial goals.
- Plan and deliver content calendars, ensuring a consistent flow of engaging content throughout the year.
- Create high-quality written content, including website articles, player features, match previews, interviews, scripts, newsletters, and marketing copy.
- Oversee and brief video content, ensuring storytelling is dynamic, fan-focused, and aligned to audience insights.
- Work with the Social Media team to deliver social-first content that drives reach, engagement, and community growth.
- Capture and curate behind-the-scenes moments, cricket culture content, and matchday experiences.
- Own and be a guardian of both brands Tone of voice guidelines across all content generation

#### Public Relations & Media

- Lead Glamorgan Cricket's PR strategy, ensuring strong and positive media coverage across Welsh, UK, and sports-specific outlets.

- Build and maintain strong relationships with press, broadcasters, journalists, influencers, and cricket media.
- Draft and distribute press releases, statements, and key announcements on behalf of the club.
- Coordinate press conferences, media days, interview opportunities, and player/coach access.
- Act as a key point of contact for media enquiries, ensuring responses are timely and aligned to club messaging.
- Support in managing the club's reputation, monitoring coverage and flagging risks or opportunities.

### **Matchday & Event Coverage**

- Oversee or deliver matchday content, including live updates, interviews, photography briefing, and post-match reporting.
- Manage media activity at home fixtures, inviting press, coordinating access, and supporting broadcast partners.
- Support key club events such as launches, award evenings, community events, and partner activities.

### **Team Collaboration & Management**

- Brief colleagues on content needs and ensure delivery aligns to channel best practice and campaign goals.
- Provide clear visibility of upcoming content and PR priorities to internal stakeholders.

### **Analysis & Improvement**

- Track the performance of content across channels, reporting on reach, engagement, sentiment, and media coverage.
- Identify trends and insights to refine future content and PR activity.
- Keep up to date with industry news, digital trends, and cricket media developments.

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## **About You**

- Strong experience in content creation, journalism, communications, or PR—preferably in sport, entertainment, or media.
- Excellent writer with the ability to craft engaging and accurate content.
- Confident in media handling, press relations, and story development.
- Creative thinker with a strong understanding of audience behaviour and digital storytelling.
- Able to work under pressure, particularly during tournament periods and matchdays.
- Highly organised, proactive, and comfortable managing multiple deadlines.
- Passionate about cricket or sports storytelling (a strong plus).

