Glamorgan County Cricket Club welcomes applications from people of all backgrounds. You do not need previous experience of working in cricket to apply. We're interested in your marketing skills, curiosity and enthusiasm for understanding our audiences.

- Job title: CRM & Digital Marketing Executive
- Location: Glamorgan County Cricket Club, Sophia Gardens, Cardiff, CF11 9XR.
- Salary: £28,000–£30,000, depending on experience
- Contract: Full-time, permanent
- Closing date: 27th November 2026
- Interviews: w/c 30th November 2026. Please tell us your availability when you apply. If you need an adjustment for the interview, please tell us.

About the role

Glamorgan Cricket, Welsh Fire and Sophia Gardens bring people together through cricket, live events and memorable experiences. We're focused on reaching new audiences, growing sales and turning first-time visitors into returning supporters, with relevant customer communications at the heart of that ambition.

We're looking for a creative, organised and commercially minded CRM & Digital Marketing Executive to deliver campaigns across international cricket, Glamorgan fixtures, Welsh Fire, memberships, hospitality and venue events.

Email marketing will be your main focus. You'll write compelling copy, build campaigns in Dotdigital, create audience segments and use results to improve sales, retention and repeat purchases. You'll also support automated customer journeys, reporting and wider digital campaigns.

Reporting to the Digital & Growth Lead, you'll take ownership of day-to-day delivery while developing your skills with support from colleagues and agency partners.

Key working relationships

- Digital & Growth Lead (line manager) and the wider marketing and content team.
- Ticketing, commercial and events colleagues.
- CRM and paid media agency partners.

Responsibilities

CRM and email delivery

- Write, build, test and schedule emails in Dotdigital, creating engaging subject lines, content and calls to action.
- Maintain the email calendar, coordinating content, assets and approvals and managing communication frequency.
- Complete pre-send checks covering links, personalisation, audiences, exclusions and mobile display.

- Maintain accessible, on-brand email templates and support automated welcome, pre-event, post-event, renewal and re-engagement journeys, including dynamic content and SMS where appropriate.

Audiences, tracking and performance

- Build and refine segments using purchase history, interests, engagement and behaviour, applying appropriate exclusions and communication preferences.
- Identify opportunities to engage new visitors, reactivate lapsed supporters and increase retention, repeat purchases and customer lifetime value.
- Support database accuracy through routine checks and agreed imports, following consent and data handling procedures.
- Create and check UTM-tagged links using agreed campaign naming conventions.
- Monitor performance in Dotdigital, GA4 and available ticketing data; update reports and existing Looker Studio dashboards with support where needed.
- Run A/B tests, turn results into recommendations and apply learnings to future campaigns.
- Monitor delivery and bounce rates and promptly flag campaign, data or tracking issues.

Collaboration and wider digital support

- Coordinate day-to-day CRM agency requests, briefs and actions under the direction of the Digital & Growth Lead.
- Support paid campaigns by coordinating copy and assets, checking links and maintaining consistent messaging.
- Work across teams to keep campaign information accurate and support straightforward website updates.

KPIs shared with the wider commercial team

- Increase the opted-in CRM database by 5% year on year, measured separately for Glamorgan and Welsh Fire.
- Increase returning-buyer rates by 3 percentage points year on year for comparable products.
- Increase CRM-attributed revenue by 10% year on year using a consistent attribution method.
- Improve unique email click-through rates by 15% relative to the previous season.
- Ensure 100% of campaigns complete agreed audience, content and tracking checks before sending.
- These are proposed targets, subject to confirmation against reliable baselines and agreed campaign plans.

Essential and desirable criteria

Essential: experience

- Practical experience building, testing and sending emails using Dotdigital or a comparable platform.

Essential: knowledge and qualifications

- A good understanding of segmentation, personalisation and campaign exclusions.
- An understanding of UTM tracking and working knowledge of GA4.
- Awareness of customer consent, communication preferences and responsible data handling.

Essential: skills

- Strong copywriting and proofreading skills, adapting content for different audiences.

- Confidence using spreadsheets and campaign reports to identify findings and recommend improvements.
- Strong attention to detail and the ability to organise multiple campaigns and meet deadlines.

Essential: approach to the work

- A collaborative, proactive approach, with a willingness to learn, ask questions and flag issues early.

Desirable

- Experience using Dotdigital and Looker Studio.
- Experience with automated journeys, A/B testing, dynamic content or SMS.
- Exposure to paid media, website content management or agency collaboration.
- Experience in sport, events, membership, hospitality or ecommerce.

Benefits

- Free on-site parking.
- Complimentary tickets to Glamorgan games.
- Pension, with employer contribution.
- 25 days annual leave plus UK bank holidays.
- Enhanced maternity/paternity.
- Regular staff social events.

Development and working arrangements

You'll receive guidance on campaign priorities, audience strategy and performance, with opportunities to develop your skills in CRM automation, analytics and paid media.

The role is based at Sophia Gardens, Cardiff. Flexible working arrangements and any evening, weekend or matchday requirements will be confirmed during recruitment.

How to apply

Please complete the application form attached to this advert and send it, with your CV, to vacancies@glamorgancricket.co.uk by 27th November 2026.

If you would prefer to apply in another way, or would like support with the application, please contact us. We are happy to talk this through before you apply.

We ask for equality information on a separate, optional form. It is kept apart from your application and is not seen by the people shortlisting.

Safe recruitment

This role is subject to the following safer recruitment checks:

- Verification of identity and right to work.
- Satisfactory references, including one from the most recent employer.
- Safeguarding induction with the Club Safeguarding Lead.
- Agreement to adhere to Glamorgan's safeguarding, conduct and data protection policies.

Employment is conditional upon the successful completion of all checks.

Glamorgan CCC is firmly committed to creating a safe, inclusive and positive environment for everyone involved in cricket. In line with statutory expectations, ECB and Cricket Regulator requirements, and guidance from the NSPCC, the NSPCC Child Protection in Sport Unit and the Ann Craft Trust, we follow robust safer recruitment practices. All applicants will be subject to appropriate pre-employment checks, including self-declaration, references and, where the role requires it, an enhanced DBS check. We expect all staff, volunteers and partners to share our commitment to safeguarding children, young people and adults at risk, and to uphold the highest standards of behaviour and integrity within the game.

This job description is only a summary of the role as it currently exists and is not exhaustive or comprehensive. The responsibilities and accountabilities might differ from those outlined, and other duties, as assigned, might be part of the job.