



Job Description

Job Title Communications Assistant
Department Communications
Reports to Senior Communications Executive

Job Purpose

Working as part of a four-person communications department, you will support the whole team in following the communications strategy and assisting across all PCA channels. The Communications Assistant will be a significant contributor to the PCA's written content by producing high quality, varied news and assist with the executing the social media strategy, posting and scheduling, with a significant focus on player milestones and the PCA MVP Rankings.

Maintenance of thepca.co.uk will be a key function, by ensuring all information and images are correct and regularly refreshed, as well as updating specific areas of the website including the jobs and member offer portals.

The varied role will include relevant support of other tasks within the wider PCA team to ensure the smooth running of all outward communications.

Availability to be part of the Out of Hours communications rota is imperative, as many games of cricket happen outside the usual working hours.

Principal Responsibilities

Growing awareness of the PCA:

- Working closely with communications team with regular meetings to discuss proactive approach in relation to the communications strategy.
- Assisting with the communications calendar, making sure it is up-to-date and covers all upcoming output.
- Assisting with keeping PCA contact lists up-to-date and creation of bespoke lists for targeting press releases to new audiences.
- Supporting the Head of Communications and Video and Content Executive in expanding reach of projects such as the PCA Awards, Futures initiatives and commercial campaigns, attending PCA events.

Producing high-quality written content for PCA channels:

- Supporting the Head of Communications and Senior Communications Executive in creating regular written content for the website, press releases, eflyers and across all areas of the PCA. Regularly conducting and transcribing interviews with PCA members to achieve this.
- Key contributor of written stories and features to the PCA's membership magazine - Beyond the Boundaries. Assisting in planning and production process.

- Supporting the commercial and events teams in providing outstanding copywriting for event programmes, commercial activities and all other written requirements.

Producing content and maintaining digital channels:

- Contributing to the social media strategy through regular meetings with the department.
 - Support the team on all social media channels, including PCA and Cricketers' Trust: Instagram, X, Facebook page and group and LinkedIn channels
 - Lead on creating and posting content for the player milestones and MVP using Adobe Photoshop and Format
- Maintaining thepca.co.uk and cricketerstrust.co.uk
 - General management and updates on the static web pages
 - Updating all headshots on the MVP pages
 - Managing the job opportunities page and all member offers
- Under The Lid podcast
 - Key influence in the pre-production of podcasts with script writing
- Supporting the team with direct, central communications and internal communications.
 - Producing eflyers on Dotdigital and WhatsApp campaigns
- Ensuring the communications calendar is constantly updated for short, medium and long-term planning.

Growing awareness of the PCA MVP Rankings:

- Creating regular written stories for the MVP to spread awareness within national and regional media, including Team and Player of the Month.

Videography/Photography and Editing:

- Support Video and Content Executive with filming responsibilities at various PCA events, shooting b-roll, conducting on camera interviews.
- Support the communications team with photography requirements at PCA events and in post-production using Adobe Photoshop.
- Support Video and Content Executive with post production editing requirements using Adobe Premiere Pro.