



JOB DESCRIPTION

JOB TITLE: DCF Digital Marketing Apprentice

DEPT: Derbyshire Cricket Foundation – Marketing and Communications

REPORTS TO: Marketing & Media Officer

Derbyshire Cricket Foundation (DCF) is the Governing Body for recreational cricket in Derbyshire, delivering services in support of the cricket community across the county. It is one of 39 County Cricket Boards & Foundations in England & Wales and works in partnership with key stakeholders to develop the recreational game locally in line with the strategy developed by the England & Wales Cricket Board (ECB). We have an ambition to inspire a generation to say, “Cricket is a game for me”. The DCF is also a registered charity that aims to improve well-being and provide opportunities for diverse communities across the county through cricket.

The primary work location for the Digital Marketing Apprentice will be at the Central Co-op County Ground, Nottingham Road, Derby, but the role will require travel on a regular basis as the role will be proactive in engaging stakeholders across Derbyshire in support of the DCF strategy and business plan. The position provides an opportunity for the Digital Marketing Apprentice to work flexibly and this is likely to include the occasional requirement to participate in some evening and weekend commitments.

Purpose and Focus of the Role

The Digital Marketing Apprentice will play a key role in helping Derbyshire Cricket Foundation (DCF) grow its digital presence and engage with wider audiences. This role is designed to give a young person a valuable opportunity to gain real-world experience in the digital marketing industry while supporting the Foundation’s charitable aims through effective communication, content creation, and community engagement.

Working closely with the Marketing & Media Officer and the wider DCF team, the apprentice will help design and deliver digital campaigns that promote events, share impact stories, drive fundraising, and highlight opportunities for involvement in cricket across Derbyshire.

Principal Responsibilities (main duties)

1. Digital Content Creation & Campaign Management

- Support the creation and scheduling of content for social media (Facebook, Instagram, Twitter/X, LinkedIn, TikTok)
- Assist in the creation of digital assets including posters, graphics, and videos
- Help write engaging and informative blog posts, emails, and newsletters
- Work on targeted digital campaigns to promote DCF’s programmes, fundraising events, and community impact
- Capture photos and videos at DCF events and matches for use across digital platforms

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2. Website & Email Marketing

- Support content management and updates on the DCF website
- Work with the team to improve web usability, accessibility, and SEO
- Assist with compiling and sending newsletters via email marketing platforms (e.g., Mailchimp)

3. Analytics & Reporting

- Monitor and report on the performance of digital campaigns
- Use tools such as Google Analytics and social media insights to understand trends and user engagement
- Provide monthly digital performance reports to the Marketing & Media Officer

4. Stakeholder Engagement

- Assist with internal communications and liaising with project leads to gather stories and updates
- Support partnership visibility through collaborative posts and cross-promotions
- Help raise the profile of the Derbyshire Cricket Foundation through positive digital storytelling

5. Events and Promotions

- Promote DCF's events and initiatives to local audiences online
- Attend and support DCF events as part of the team's digital promotion
- Contribute to live event coverage on social media when required

General

- Ensure the branding and identity of the programmes within delivery.
- Provide formal written reports and case studies and ensure that all monitoring and evaluation is undertaken as required.
- Support the development of the wider pool of volunteers and sports coaches by mentoring and / or signposting community members for opportunities both formally and informally.
- Promote the welfare of young people in cricket. Liaise with the County Safeguarding Officer and Assistant County Safeguarding Officer over safeguarding and welfare matters and any related concerns.
- Participate on various DCF and other groups as agreed and required. Attend relevant meetings, seminars, workshops and/or conferences as agree.
- Ensure a high level of local positive promotion and marketing of activities and events both locally and nationally through the development of the DCF website and media platforms.
- Commit to a personal professional development programme to provide an ever-improving service and support to all stakeholders. This will be agreed with the Managing Director of Derbyshire Cricket Foundation.
- To represent Derbyshire Cricket Foundation Ltd, other Partners and the game of cricket in a positive and professional manner.
- Other duties as required.

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Knowledge, Skills & Experience Essential:

- A passion for digital marketing, content creation, and community engagement
- Strong communication and interpersonal skills
- Interest in sport, youth engagement, or the charity sector
- Basic knowledge of social media platforms and their purpose
- Creative and enthusiastic approach to learning
- Ability to work independently and as part of a team
- Willingness to attend occasional evening or weekend events

Desirable:

- Some experience using Canva, Photoshop, or video editing tools
- Basic knowledge of Google Analytics or SEO principles
- Experience in writing or blogging
- Familiarity with Mailchimp or similar platforms
- Interest in cricket or community sport
- Driving licence and access to transport

Package:

Salary:	Apprentice wage in line with national rates and progression
Expenses:	45p per mile will be paid for travel to duties directly related to your work for the DCF as per the DCF expenses policy. This does not include travel to and from work. Phone Allowance included.
Pension:	Apprenticeship contributions in line with scheme
Hours of work:	35 hours per week to include work on evenings and weekends as well as during the day on weekdays as required. (Flexible working will be considered)
Holiday:	25 working days holiday per annum, plus public holidays.
Training:	Fully funded Level 3 Digital Marketing Apprenticeship via Althaus Digital
Equipment & Support:	Laptop, software access, mentoring and professional development support

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Job requirements

CRITERIA	Essential	Desirable	* Assessment Method
QUALIFICATIONS/TRAINING/EDUCATION			
Up to date Safeguarding and First Aid Qualifications enabling you to work with children and vulnerable adults (can be completed once in role)	Y		A/D
ECB DBS Checked (can be completed once in role)	Y		A/D
EXPERIENCE / KNOWLEDGE			
Passion for digital marketing, content creation, and community engagement		Y	A/I
High levels of energy and enthusiasm and the desire to succeed	Y		A/I
Strong communication and interpersonal skills	Y		A/I
Interest in sport, youth engagement, or the charity sector	Y		A/I
Basic knowledge of social media platforms and their purpose	Y		A/I
Creative and enthusiastic approach to learning	Y		A/I
Ability to work independently and as part of a team	Y		A/I
Willingness to attend occasional evening or weekend events	Y		A/I
Some experience using Canva, Photoshop, or video editing tools		Y	A/I
Basic knowledge of Google Analytics or SEO principles		Y	A/I
Experience in writing or blogging		Y	A/I
Familiarity with Mailchimp or similar platforms		Y	A/I
Interest in cricket or community sport		Y	A/I
Driving licence and access to transport		Y	A/I
An understanding of cricket in Derbyshire		Y	A/I
Excellent administrative skills and evidence of project work		Y	A/I
Good project management skills and ability to prioritise and work to deadlines		Y	A/I



OTHER SKILLS			
Strong interpersonal and communication skills (including social media)	Y		A/I
Excellent leadership skills	Y		A/I
Computer literate and effective user of Word, Excel, Outlook and other Microsoft programmes	Y		A/I
Ability to work independently and as part of a team	Y		A/T
Motivated, enthusiastic attitude and able to work effectively on own initiative	Y		A/I
Experience of monitoring and evaluating the impact of sessions and programmes		Y	A/I
OTHER CONDITIONS			
Own transport, full UK driving license and able to work from various locations		Y	A/I
Ability to be flexible and able to work evenings and weekends as required	Y		A/I

*A = Application (CV) D = Documentary evidence I = Interview T = Test

Derbyshire Cricket Foundation (DCF) is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services and are committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and the ECB requirements to ensure that all children participating in Cricket have a safe, positive and fun experience, whatever their level of involvement.

At the Derbyshire Cricket Foundation (DCF) we are committed to ensuring that cricket is accessible, safe, and welcoming to all, and to the principles of equality of opportunity.

We aim to ensure that no individual is discriminated against on the grounds of any of the protected characteristics outlined in the Equality Act, 2010; age, gender, gender reassignment, marital or civil partner status, disability, race, colour, ethnic or national origin, religion/belief or sexual orientation. In line with these commitments we will seek to recruit a diverse workforce of high quality, high performing individuals who have the specific competencies (qualifications/knowledge, skills, experience and behaviours) required for defined roles which will support achievement of our mission, strategy, and business plan. All applicants will have equality of opportunity during our selection processes, and decisions will solely be based on an individual's ability to meet the requirements of the role. All applying candidates will be required to complete the DCF Equal Opportunities Monitoring Form.

To apply, please send a CV, covering letter and the completed DCF Equal Opportunities Monitoring Form to DCF Community & Partnerships Manager, Mark Barber at jobs@dcfcricket.com
[Please click here to download the Equal Opportunities Monitoring Form](#)

Closing Date: 5:00pm on 22nd August 2025