



ICC Women's World Twenty20 West Indies 2018

Marketing and Promotions Officer, St. Lucia (Short Term Employment – six (6) months)

Background

We are on an **audacious mission**: to create and deliver a high quality first time cricket event that will lift Women's World Twenty20 cricket out of the shadow of Men's World Twenty20.

This is an exciting time to join an ambitious team of tournament management specialists and event organisers committed to:-

1. Bring the unique Caribbean colour, entertainment and flamboyance to women's cricket by successfully hosting the first stand-alone Women's WT20.
2. Build a springboard to attract more children and women to the game.
3. Create and maintain a positive global momentum around women's cricket.

The Role

Are you an outstanding individual, looking for a new challenge and an opportunity to make a difference? Does the following sound like you?

- ✓ Passion and pride for the West Indies region.
- ✓ Wired for extraordinary contribution.
- ✓ Generous collaborator.
- ✓ Grit and tenacity.
- ✓ Creative and practical
- ✓ Super connector of diverse ideas, solutions and people.

As Marketing and Promotions Officer you will be responsible for implementing the WWT20 marketing plan and tactical activities. This role will play a crucial part in delivering a first-class tournament experience.

Key Areas of Responsibility

1. Focus and contribute too delivering ICC WWT20 tournament objectives;
2. Support the Regional Marketing Manager to deliver CWI's WWT20 4 key Tournament Objectives;
3. Support the execution of the marketing and public relations campaign;

4. Collaborate across key internal and external stakeholders to ensure the marketing and communications plan is fully understood;
5. Execute with commercial and broadcast partners in conjunction with the ICC to maximise the reach and engagement of sponsor and broadcaster partner activations;
6. Create and find new advertising avenues and marketing channels based on objectives.

Skills and Experience Required

Academic/Professional Qualifications

- Professional Certification/Academic Qualifications in Marketing / Promotions an asset.

Practical Experience

- Minimum 3 years proven experience in a marketing role and successfully delivering multi-channel integrated marketing plans and results;
- Strong project/marketing campaign management experience;
- Solid budget management experience.

Knowledge/Skills/Competencies

- Demonstrable experience in data, CRM, and insights and application of intelligence;
- Detailed know-how of brand development and brand management;
- Computer literacy; competence especially in Word and Excel;
- Knowledge of the game desirable;

Applications

For a detailed job description please visit www.cricketwestindies.org.

Please Submit your application attaching your Curriculum Vitae / Resume via marketing@windiescricket.com by Friday 13th April, 2018.

Please note the following:

- ✓ Online applications only;
- ✓ Interviews with the hiring team will be scheduled quickly if shortlisted.