



## **Position Description – Marketing Manager**

### **Reports to**

Commercial Director

### **Position Overview**

**This is an exciting role for an individual with a “can do” attitude who is looking for an opportunity to challenge him/herself working in one of Ireland’s fastest growing sports.**

The position is permanent full-time with day-to-day responsibility for the running of marketing and specified commercial activity, in particular promoting our sport, major international matches, domestic fixtures CI’s membership offering and other events. The role also includes the management of CI website and social media platform.

### **Key Responsibilities**

- Marketing of cricket towards our vision of being a mainstream sport in Ireland
- Managing and implementing the promotional and marketing strategy for all international and domestic matches and other events staged under the auspices of Cricket Ireland
- Marketing of match tickets, match day inventory and hospitality
- Marketing of Cricket Ireland Membership/Patronage programme including providing regular communication with members
- Working with key Cricket Ireland stakeholders, including commercial and Government partners, to raise awareness of their association with cricket and to deliver value to our partners
- Grow online revenues through the relationship with new and existing partners including online advertising, merchandising and travel partners.
- Coordinate the production of all Cricket Ireland publications including the Annual Report, Annual Magazine, match brochures, fixture cards and membership cards
- Overall responsibility for managing ticketing arrangements for all major home matches and coordinating allocations for overseas events in which Ireland participates
- Work closely with the Cricket Ireland Events Manager when required on event planning and match management with specified events when necessary

- Work closely with sponsors on activation programmes in conjunction with Commercial Director
- Other commercial or marketing activity as appropriate or as directed by line manager and CEO
- Write press releases as necessary in consultation with Media Manager
- Manage Marketing Budget

### **Website/Social Media Platform**

- Responsible for managing Cricket Ireland website and social media platform. This includes responsibility for management of content on website and social media output with responsibility for website contributor resources and relationships with website partners.
- Manage part-time Web Editor and Social Media Contributors
- Manage Website Budget

### **Skills and Experience**

- Be educated to degree or diploma level specialising in PR, marketing, media or journalism;
  - and/or demonstrate three years' relevant experience in marketing and/or PR/media/press office ideally in a sports related or leisure/recreational industry;
- Strong understanding of social marketing
- Sports marketing experience desirable
- Sales experience is desirable
- Experience in dealing with media organizations is desirable
- Experience dealing with advertising agencies is desirable
- Knowledge of cricket is desirable but not essential
- Website management experience
- Persuading and influencing skills are necessary in presenting a positive image of Cricket Ireland and marketing it externally
- Excellent written, verbal, communication, presentation and relationship building skills
- Must be highly organised with the ability to plan a range of projects and initiatives that must be delivered to tight deadlines
- Innovation and creativity in the development of strategies and programmes, and in managing relationships
- Demonstrable working knowledge of modern Microsoft IT and software packages including Office, Word, Excel and Powerpoint
- Strong administrative skills; experience with database management

**Position location**

Dublin, north-side

**Remuneration**

Competitive

**Annual leave**

25 days per annum

**Interested applicants should send a CV and a covering letter at the least detailing compliance with the aforementioned skills and experience to Dennis Cousins at [info@cricketireland.ie](mailto:info@cricketireland.ie)**

**The closing date for applications is Friday 20<sup>th</sup> April.**