



## **ADVERTISEMENT**

### **Applications invited for the position of General Manager – Marketing & Commercial**

The Board of Control for Cricket in India (“BCCI” or “Board”) would like to call upon interested candidates to apply for the position of General Manager- Marketing & Commercial.

Interested candidates should send their application on or before 16th December 2021 by 5 pm at [recruitment@bcci.tv](mailto:recruitment@bcci.tv)

The position will be based at the BCCI Headquarters in Mumbai.

#### **Eligibility**

1. The candidate should have successfully cleared a post graduate program, preferably a MBA. 15+ yrs of experience, with at least 3+ years as head of marketing of a reputed company.
2. Should have an experience of strategizing & developing business plan & appropriately support its execution including sponsorship dealing and management of clients – ideally with high level of clients.
3. Creating and monetizing digital platform and all digital marketables.
4. Should possess excellent written and oral communication in English language including reports and business writing skills, analytical, interpersonal & team management skills.

#### **Requirements**

The candidate will be responsible for all the marketing and commercial initiatives ensuring that the Board and its mission, programs and services are consistently presented in a strong & positive way. The candidate should be able to identify innovative marketing strategies and commercial programs that will develop the sport whilst being attractive to sponsors and other commercial partners.



## **Key Responsibilities**

### **Brand**

- This position will be responsible for developing and implementing overall Marketing of BCCI
- Developing a Marketing and Brand strategy, both for the medium and long term, for the corporate brand as well as any future launches that the Board does
- Developing the Marketing Strategy & designing, aligning and planning marketing campaigns (ATL/BTL & Digital) basis on business objectives to enhance revenue, channel support and enhance Brand score
- Formulate & implement the brand strategy for BCCI

### **Advertising**

- To work closely with the advertising agency to develop the thematic and tactical advertising campaigns and will have to coordinate between diverse parts of the business from briefing the agency to the execution of a marketing plan
- Brand building to future investors: both institutional as well as individual and retail
- Plan the marketing campaigns for the Board and review the marketing spend budget

### **Commercial**

- Developing and managing BCCI Commercial Program to deliver Partner rights across and preparation of sales strategy/information for the appointment of new Sponsors.
- Working alongside BCCI Legal on the Rights Protection Plan for existing Partners.
- Working with the relevant BCCI teams with distribution of BCCI Event marketing assets to Broadcast Partners.
- Supporting the strategizing, exploitation and monetisation of the data rights and gaming rights.
- Assisting in the creation of media rights strategy and keeping on top of trends within the sports media rights industry; and
- Acting as the main point of contact for all contractual and operational queries related to Sponsor.
- Should be able to create innovative ideas to engage corporate clients in our events, intellectual properties, awards etc.
- Analyse sponsorship information available through existing databases and systems and interpret trends and observations for Management action.
- Demonstrated success in driving business growth, to include sales and financial performance.
- Should have the ability to effectively work and communicate at all levels within the organisation and commitment to team development is a must.
- Professional and proactive sales personality.
- Should be comfortable with and possess a good understanding of latest technology an ability to utilise the same, is desirable.



### **Digital**

- To plan, develop & lead the Digital Marketing Strategy
- Digital activations
- To manage the overall social media & content marketing
- Build the future business growth engines through new business models leveraging technology and innovation

### **Revenue Management**

- Coordinate with the various alliances & streamline the process
- Managing negotiations with the sponsors
- Transforming the alliance function from a cost center into profit center

### **Others**

- Should have high ambiguity tolerance and be flexible in his thinking to adapt to changing market environments and business priorities
- Ability to work collaboratively in diverse-cultural setups
- Exceptional communication and interpersonal skills
- Highest ethical and professional standards
- Hands on management style with attention to detail
- Good business judgment
- Ability to provide fresh and proactive insights
- Handling of marketing communication challenges is important. The key will be to undertake marketing communication with an eye on the outcome of the effort from a ROI perspective for BCCI
- Ability to manage elevated levels of interaction with top management as well as external agencies

The decision of the BCCI for the said position, will be final and binding.

**JAY SHAH**  
**Honorary Secretary**  
**BCCI**