



CRICKET WEST INDIES Commercial Officer

Background

Cricket West Indies (CWI), which is headquartered in Antigua, is the governing body responsible for cricket in the West Indies. Its mission is to grow, promote and guide the development of the game in communities of the West Indies.

CWI is seeking to recruit a Commercial Officer to join our dynamic and prestigious organization.

The Role

The Commercial Officer is required to drive new sponsorship and partnership revenues, secure commercial agreements, identify, create and define new assets and rights. The Commercial Officer will deliver high margin returns and optimize revenues by driving the commercialisation of the ticketing and hospitality programs across all CWI events.

Key Areas of Services & Deliverables

- **Commercial Strategy & Partnership Sales:** Define, develop and implement a commercial strategy to secure new commercial agreements, and incorporate the sale of local, regional and global partnerships.
- **Sponsor & Partner Account Management:** Lead and oversee the account management plan for all partners, ensuring delegation to the sponsorship management executive as appropriate, and adjusting to key issues and opportunities.
- **Ticketing & Hospitality:** Drive the commercialisation of the ticketing and hospitality programs working with the Event Management Executive to recommend the ticketing strategy and pricing for all international and regional series.
- **Planning & Financial Management:** Help to support the Chief Commercial Officer in developing the Commercial department's annual revenue plan and budget that meets company and stakeholder plans, monitor expenditure and balance cost savings and achieve/surpass sales targets.

Qualifications and Experiences Required:

Academic/Professional Qualifications

- Bachelor's Degree in Commercial, Marketing, Financial or business-related field.

Practical Experience

- Minimum 3 years working experience in the areas of sponsorship, business development, broadcast, business administration or sports management.
- Proven experience and success in:
 - Sponsor and partner contract development and rights schedule.
 - The commercial aspects of event development and corporate hosting.
 - Working with players, particularly regarding meeting sponsor obligations.
 - Planning and managing sponsorship related budgets.

Technical Knowledge/Skills/Competencies:

Knowledge

- Sponsorship programme development and management.
- A broad understanding of broadcast and media rights.
- A thorough knowledge of marketing and brand development.
- Events planning and execution.
- Broad understanding of the Sports Management Business.

Fully Skilled/Competent

- Sales experience and negotiating skills.
- Commercial/business awareness.
- Good planning, organising and execution skills.
- Strong presentation and communication skills.
- Outstanding stakeholder relationship cultivation and maintenance skills.
- Project Management skills.
- Excellent networking & negotiating skills.
- Strong analytical and creative problem-solving skills.
- Highly competent in use of current Microsoft Office Suite products and in particular: Word, Excel, PowerPoint, Project.

Applications:

For a detailed job description, please visit <https://www.windiescricket.com/cricket-west-indies/category/vacancies/>

Please send your curriculum vitae with a cover letter via email - recruitment@cricketwestindies.org to Director of Human Resources, Cricket West Indies, Coolidge Cricket Ground, St. George, Antigua, West Indies. The deadline for submission is 5pm AST on **6 December 2024**.

Please note that only shortlisted candidates will be contacted.