

VACANCY

MANAGER – BRAND LICENSING

The International Cricket Council ('ICC') is the global governing body for the sport, which administers all aspects of international cricket.

We are currently looking for a Manager – Brand Licensing, based at the ICC headquarters in Dubai, UAE. The role will report to the Vice President – Commercial & Operations. The Brand Licensing Manager is responsible for managing the ICC's global licensing and merchandising programmes, driving sales growth, ensuring effective brand representation and commercial growth across all men's and women's events, as well as during non-event windows. This role encompasses licensing, merchandise, e-commerce, travel and tours, memorabilia, franchising, and new programme development.

The Brand Licensing Manager will develop strategy, negotiate with partners, and oversee the execution of all licensing activities ensuring both commercial success and operational excellence. The role requires both commercial acumen and the ability to deliver innovative, fan-focused programmes that deepen engagement and drive revenue.

Principal Accountabilities

Responsibilities and accountabilities of Manager – Brand Licensing includes but are not limited to the following:

Strategy

- Develop and implement strategies to maximise the commercial potential of the ICC brand through licensing and merchandising programmes
- Digital & E-commerce: Expand ICC's e-commerce licensing programme, online marketplaces, and direct-to-consumer channels.
- Brand Extension: Identify and launch new product categories, licensing models, and market opportunities that align with ICC's business objectives
- Sustainability & Ethics: Ensure licensees comply with globally recognised standards on ethical manufacturing, sustainability, and fair-trade standards.
- Global Market Knowledge: Adapt licensing strategies to regional markets, respecting cultural preferences and IP regulations.

Negotiation

- Lead the sales, procurement, negotiation and contracting process for all approved licensees across the programme.
- Work collaboratively with the finance and legal teams on licensee negotiations, agreements, contracts and revenue forecasts
- Manage the appointment and relationship of third party sales agencies.
- Oversee internal reporting, sales tracking and KPI tracking.

Execution

- Licensee & Partner Management: Build and maintain strong relationships with licensing partners, manufacturers, retailers, and distributors. Provide support to ensure compliance with ICC brand guidelines and contract terms.
- Brand Protection: Safeguard the ICC brand by monitoring and enforcing licensing agreements and trademarks, tackling counterfeit products and unauthorised usage.
- Product Development: Collaborate with licensees on product innovation, conducting market research, tracking consumer trends, and contributing to design and development.

- **Marketing & Promotion:** Work with the ICC marketing team to deliver campaigns that drive awareness and sales of licensed products, including advertising, activations, and digital campaigns.
- **Event Integration:** Ensure seamless integration of licensing programmes into ICC events, including fan zones, hospitality areas, and merchandising activations.
- **Financial Management:** Manage budgeting, forecasting, and financial tracking of the licensing programme to maximise revenue while maintaining cost efficiency.
- **Legal Compliance:** Ensure all licensing activities comply with IP, consumer protection, sustainability, fair-trade, and international trade laws.
- **Reporting & Analysis:** Provide regular reporting and insights to senior management on programme performance, including revenue projections, sales trends, and ROI on licensing initiatives.

Knowledge, Skills, Attitude and Experience

- Bachelor's degree in business, marketing, sports management, or related field. MBA or licensing/brand certifications are an advantage
- A minimum 5-7 years' experience in sports marketing or licensing programme specifically account management experience with Brand, IP management, licensing and/or Event experience.
- Strong knowledge in licensing, brand compliance, contracts, and global sports/merchandising markets.
- Strong knowledge in licensing, including developing new business opportunities, closing licensing deals, and delivering revenue growth.
- Experience in managing sales agencies, data providers and specialist consultancies.
- Understanding of cricket and the broad landscape of commercial rights – governing bodies, members and players
- Proven capabilities and skills on contract negotiation, with support of legal and finance specialists
- Experience of delivering multiple campaigns within budget and on time
- Skilled in using data and analytics to inform decision-making and build commercial business cases.
- Excellent communication, negotiation, strategic thinking, and project management skills, with a collaborative and ethical approach.
- Strong communication, negotiation, and stakeholder management; strategic thinking; project management; collaborative and ethical approach.
- Exceptional time management skills and attention to detail.
- **Result Orientation:** Proactive, solutions-focused, and resourceful in driving licensing initiatives, overcoming obstacles, and achieving commercial and strategic goals.
- **Continuous Learning:** Open to feedback, adaptable, and committed to improving licensing processes, market knowledge, and global best practices.
- **Stakeholder Focus:** Responsive to the needs and perceptions of internal teams, licensees, member boards, and external partners, ensuring positive relationships and brand alignment.
- **Communication:** Ability to influence, negotiate, and present effectively with internal teams, senior management, and international partners.
- **Collaboration & Teamwork:** Works cooperatively across departments and with external partners, fostering a proactive, committed, and supportive environment to deliver shared objectives.

Conditions of Employment

- The role is based in our headquarters in Dubai, UAE.
- The selected candidate will be required to provide two recent work references: and
- The compensation offered will be commensurate with qualifications and experience.

If you feel that you can meet the challenge, please email your CV, with a covering letter to:
recruitment@icc-cricket.com

The last date to respond to this advert is 15 September 2025. Due to the overwhelming number of quality applicants, only shortlisted candidates will be contacted.