



## CRICKET WEST INDIES

### Commercial Director

#### Background

Cricket West Indies (CWI), which is headquartered in Antigua, is the governing body responsible for cricket in the West Indies.

Our purpose is to inspire, empower and unite the people of the West Indies, through cricket and our mission is to grow, promote and guide the development of the game of cricket in communities of the West Indies.

#### The Role

The Commercial Director will be integral in growing CWI's fan base, audiences and revenues through leading and overseeing the development and execution of CWI's commercial, digital and brand strategy.

#### Key Responsibilities

The Commercial Department is responsible for all of CWI's revenue generation including commercial partnerships, digital content & platforms and brand marketing.

The Director will play a lead role in the development and execution of CWI's commercial strategy, while directing the daily operation of the function through the effective management of the team, commercial partner relationships and contracts, the efficient deployment of resources, and the control of assigned budgets.

#### Key Areas of Focus

1. **Revenue Generation:** oversee the maximisation of CWI's revenue generation opportunities from new and existing revenue streams as well as sponsorship.
2. **Management of Commercial & Marketing Activities:** oversee the development of and roll out of all commercial and marketing activities including brand development and advertising campaigns, growing the value of CWI's brands and intellectual property and all commercial partner relationship management.
3. **Stakeholder Management:** develop effective professional relationships with broadcasters, media and commercial partners; forming strategic alliances and providing advice to Territorial Boards on commercial projects.

4. **Digital:** provide direction for CWI's digital products, content and social media channels.

#### Skills and Experience Required

- Master's Degree in a business-related field.
- Minimum 10 years working experience in the area of commercial partnerships, business development, or digital.
- Minimum 5 years in senior management roles, preferably with a sports federation, agency or professional team.
- Strong commercial and business acumen, communication proficiency, problem solving abilities and strategic thinking.
- Strong leadership and interpersonal skills with a demonstrated track record of successful people management.
- Demonstrated success in driving revenue, leading the sales process, identifying new business opportunities, and negotiating commercial agreements.
- Demonstrated success and experience in introducing innovative marketing initiatives to maximise business performance.

#### Applications

For a detailed job description, please visit [www.windiescricket.com](http://www.windiescricket.com)

Please send your curriculum vitae with a cover letter by - 5 February 2024 to:

The HR Manager, Cricket West Indies, Coolidge Cricket Ground, St. George, Antigua, W. I.

Email: [recruitment@cricketwestindies.org](mailto:recruitment@cricketwestindies.org)

***Please note that only shortlisted candidates will be contacted.***