

Role Description and Person Specification

Role title:	Commercial Communications and Marketing Committee Member, Cricket Scotland.
Salary:	Voluntary position, with relevant expenses paid.
Location:	Various, including travel across Scotland, as required.
Reports to:	Chair, Commercial Communications and Marketing Committee.
Commitment:	A minimum of four meetings per year.
Term:	One term of four years, with an option of a second term.

Who are we?

Cricket Scotland is the national governing body for the sport of cricket in Scotland. It is responsible for organising and developing the game at all levels, from grassroots participation to elite international competitions. The organisation's primary goal is to promote and enhance the growth of cricket in Scotland, both in terms of player development and the overall popularity of the sport. Cricket Scotland's new four-year strategy focuses on this goal through a desire to unite people and communities through cricket.

Cricket has a long history in Scotland, with records dating back to the 18th century. Scotland became an associate member of the International Cricket Council (ICC) in 1994.

The Scotland men's and women's national cricket teams compete in various international tournaments and both teams have achieved recent notable successes, with memorable victories against higher-ranked teams and impressive performances in global competitions. These achievements have helped raise the profile of cricket in Scotland and inspire more young players to pursue the sport. The senior teams' successes have been backed up by the men's and women's U19 teams consistently reaching their respective ICC World Cups.

In addition to the national teams, Cricket Scotland is actively involved in developing cricket at the grassroots level. The organisation supports and organises various leagues, tournaments, and coaching programmes throughout the country. These initiatives aim to increase participation, identify talented players, and provide them with the necessary training and resources to progress in the sport.

What's happening in Scottish cricket?

In addition to the significant high-performance success of our national teams, including Scotland's inclusion at our first ever ICC Women's T20 World Cup in 2024, Cricket Scotland is currently reviewing and updating our governance arrangements to ensure we build a high-performing governing body of sport for the future. To achieve this, we recently launched our 2024-2028 strategy – Uniting People and Communities through Cricket - which clarifies our vision and the actions we will take to achieve our strategic objectives.

Our strategy sets out a definitive vision and pathway for cricket in Scotland, with a particular focus on:

- Inspiring women and girls to play cricket
- Embedding a culture of equality
- Developing sustainable success on the pitch

- Cricket Scotland becoming a trusted and effective governing body

Why join us?

This is an exciting time for Cricket Scotland as we look to move forward as an organisation to deliver our vision for the sport. Scotland will also co-host the ICC Men's T20 World Cup in 2030 with England and Ireland.

What is the role of the Commercial Communications and Marketing Committee?

The Commercial Communications and Marketing Committee (CCMC) is one of the non-standing committees of Cricket Scotland Council Limited (CSCL) Board. Its primary purpose is to oversee the organisation's long-term commercial, communications and marketing plans which are consistent with its objectives and to ensure effective monitoring and reporting is in place.

The duties and responsibilities of the CCMC include (but are not limited to):

- Identify and assist in progressing relevant commercial and sponsorship activities for the financial benefit of CSCL and its members.
- Ensure significant sourcing strategies, tenders, contract award recommendations and variations are subject to appropriate review, in line with CSCL's organisational strategy and policies, for submission to the CSCL Board for review and approval.
- Assist in enabling better visibility and profile of cricket in Scotland.
- Oversee communications to all members, partners and stakeholders so they are regularly informed of CSCL activities.
- Have oversight of communications and marketing plans are shared with partners organisations and media, where appropriate, to maximise exposure and impact.
- Support the aspiration of Cricket Scotland to inspire a new generation of young cricketers.

Role Description

Offer Sound Advice and Guidance on Commercial, Communications and Marketing matters

- Provide insight and expertise on the commercial landscape both within cricket and in a wider context, considering the needs of the governing body, regional associations, leagues and clubs.
- Support the delivery of a commercial plan which fits the needs of the governing body.
- Identify and support the development of existing and new revenue streams for the governing body and the wider domestic game.
- Support the delivery of Cricket Scotland's strategy and objectives for communications, public relations, branding, digital presence and media engagement.
- Assist in identifying and defining key messaging around the marketing and promotion of Scottish cricket.
- Advise on the governing body's website and digital media presence and activity.
- Advise on and review publications including annual reports or promotional material.
- Attend and contribute to regular committee meetings and working groups, actively participating in decision-making processes.

Drive Cultural Change

- Play a central role on the Committee focused on driving cultural change within Cricket Scotland and across Scottish cricket.

- Uphold the values of Cricket Scotland and act in the best interests of the domestic game at all times.

Strategic Planning and Judgement

- Bring outside knowledge, experience, and innovative perspectives to the organisation by acting as a project sponsor for various initiatives.
- Ensure the alignment of commercial, communications and marketing activities with Cricket Scotland's broader strategic objectives.

Relationships and Representation

- Develop relationships with relevant partners and stakeholders in conjunction with the Chair of the Committee, as required.
- Attend relevant Cricket Scotland meetings and events, contributing to the organisation's profile and impact.

Other

- Travel across Scotland and overnight stays may be required as part of this role.

Person Specification

To be considered for this opportunity, you should be able to demonstrate the following skills, knowledge and experience:

Essential

- Strong knowledge and understanding of the commercial, communications and marketing landscape within sport, cricket and/or Scotland.
- Experience in commercial, media and communications, digital media or marketing management roles.
- Excellent communication and interpersonal skills to engage with stakeholders at various levels.
- Strategic thinking and problem-solving skills to help drive commercial success within Scottish cricket.
- Flexible approach to the role, including evenings and weekends.
- Commitment to equality, diversity and inclusion.
- Ability to work collaboratively within a committee structure and contribute effectively to decision-making.

Desirable

- Familiarity with Cricket Scotland's structures, policies, and long-term strategic goals.
- Understanding of the global commercial market within sport and cricket and its effect on Cricket Scotland.
- Ability to commit sufficient time to attend meetings and contribute to ongoing initiatives.

Our commitment to equality, diversity and inclusion

Cricket Scotland is committed to equality, diversity and inclusion in everything we do. We believe that diversity of perspectives, backgrounds and experiences leads to stronger governance and decision-making.

In line with the Gender Representation on Public Boards (Scotland) Act 2018, and our organisational values, we are actively working to increase the representation of women on our committees and Board. We therefore strongly encourage applications from suitably qualified women, who are currently under-represented at this level, as well as from individuals from other

under-represented groups.

Our ambition is to build committees and a Board that reflect the diversity of the communities we serve and ensure cricket in Scotland is truly a game for all.

Time Commitment

If you wish to be considered for this opportunity, it is important that you are aware of the commitment required:

- A minimum of four committee meetings per year.
- Meetings are usually held in person at locations across Scotland, so members must be able and willing to travel.
- Travel across Scotland and occasional overnight accommodation may be required as part of this role.
- In addition to meetings, you may be asked to contribute to working groups or represent Cricket Scotland at relevant events.
- Overall, the role is likely to require on average 1–2 days per quarter, including preparation and attendance.
- Reasonable travel expenses will be reimbursed; however, the role is intended for individuals who can attend meetings in Scotland without reliance on long-distance or international travel.

Application Process

To apply for this opportunity please select click [HERE](#) and head to our recruitment portal, where you will be asked to initially provide your personal details, and then to upload a copy of your CV and a cover letter that shows your interest in this opportunity, and what you will bring to this role.

The closing date for this post is 3 October 2025.