

## VACANCY

### MANAGER – MEDIA & CORPORATE COMMUNICATIONS

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 – Media & Corporate Communications, based at the ICC headquarters in Dubai, UAE. The role will report to the General Manager – Events and Corporate Communications. To lead the strategic development and execution of global media and communications initiatives that amplify the ICC brand, enhance fan engagement, and elevate the impact of ICC events effectively engaging global audiences.

Key responsibilities include:

- **The ICC Brand:** Strategically communicate the ICC narrative to enhance brand reputation and safeguard its public image. Tell the ICC story to build the ICC brand and protect its reputation.
- **Engaging and Expanding Audiences:** Develop targeted PR campaigns to deepen engagement with existing fans and attract new audiences, creating measurable value.
- **Supporting Strategic Initiatives:** Align PR efforts with the global growth strategy to reinforce key ICC messages across diverse markets. Support the successful delivery of the global growth strategy.
- **Positioning ICC Leadership:** Strategically promote the Chair, CEO, and senior ICC officials in key global media outlets to elevate their profiles and reinforce ICC's leadership position.
- **Delivering World-Class Communications:** Lead the development and execution of impactful PR strategies for corporate communications and ICC events, establishing a best-in-class media relations programme that aligns with organizational objectives.

### Principal Accountabilities

Responsibilities and accountabilities of Manager – Media & Corporate Communications includes but are not limited to the following:

- Drive the development and implementation of the ICC communications strategy, focusing on compelling storytelling that elevates the ICC brand, promotes key narratives, and builds heroes and role models in the sport to enhance fan engagement globally.
- Develop and manage media and PR campaigns for all ICC events in collaboration with Local Organizing Committees (LOCs), proactively pitching stories that highlight ICC's initiatives, showcase marquee events, and reinforce ICC's position as a global leader in cricket.
- Develop and execute corporate communications plans to support ICC's commercial, broadcast, and digital strategies, identifying key PR opportunities and organizing launch events that align with ICC's brand objectives.
- Lead and manage the daily media relations programme, including media monitoring, issues briefs, media inquiries, and media events. Proactively identify and address reputational risks, ensuring consistent, strategic messaging.
- Collaborate with fellow Media and Corporate Communications Manager to drive strategic media initiatives for key areas of the global growth strategy, delivering clear, impactful messaging that highlights milestones and initiatives to diverse international audiences.
- Prepare executive briefings, speeches, and key messages for senior ICC staff, aligning internal and external communications with ICC's strategic priorities and brand positioning.
- Evaluate, plan and deliver an effective stakeholder communications programme around all ICC activities

- Take charge of all PR and Communication related work under the guidance of fellow Manager – Media and Corporate Communications and support him in all other areas of the department including crisis management.
- Be the main point of contact for the marketing team in the media department, supporting all their initiatives by drafting media releases and pitching stories in the media.

#### **Knowledge, Skills, Attitude and Experience**

- Bachelor's degree in communications, Journalism, Public Relations, Marketing, or a related field.
- Master's degree in communications, Media Studies, or Sports Management is preferred.
- Minimum of 7-9 years of experience in media relations, corporate communications, or public relations, preferably within the sports, entertainment, or global events sector.
- Significant experience in sporting environment with global experience desirable.
- Proven experience in developing and executing high-impact PR and media strategies for international organizations or major sports events.
- Strong background in engaging with global media outlets, sports journalists, and influencers to promote key organizational messages.
- Expertise in story-telling, stakeholder management and media relations. Demonstrated experience in managing large-scale media and PR campaigns, including crisis communication and reputation management.
- Strong background in engaging with global media outlets, sports journalists, and influencers to promote key organizational messages.
- Ability to work efficiently in a fast paced, pressurised environment
- Proven experience of working cross-functionally internally and externally
- Deep understanding of the global media landscape, including key sports and cricket-focused outlets.
- Strong grasp of international media relations, crisis communication, and reputation management.
- Skilled in Microsoft Office Suite, particularly PowerPoint and Word, for creating executive presentations and media briefings.

#### **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 detailing your current salary and benefits and expectations to: [recruitment@icc-cricket.com](mailto:recruitment@icc-cricket.com)

***The last date to respond to this advert is Thursday 28 August 2025. Due to the overwhelming number of quality applicants, only shortlisted candidates will be contacted.***