

VACANCY MANAGER – 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 Manager – Licensing based at the ICC headquarters in Dubai, UAE, the role will report to Senior Manager – Partnerships & licensing.

The role is responsible for managing the licensing and merchandising programmes related to the ICC brand and its events, spanning all major men's and women's events and non-event windows as required. Core elements of the programme cover merchandise and e-commerce, travel and tours, memorabilia and the franchising model. The Licensing Manager is expected to lead on strategy development, negotiations with third parties and the operational execution of all related day-to-day licensing activities.

Principal Accountabilities

Responsibilities and accountabilities are mapped across three fundamental pillars:

STRATEGY:

- Developing and implementing strategies to maximize the commercial potential of the ICC brand through licensing agreements. This involves identifying potential licensing partners and negotiating licensing deals to include, but not limited to:
 - Full audit and valuation of licensing rights across the organisation
 - Market and audience analysis, to identify new revenue opportunities linked to future trends.
 - 'Refreshed' licensing model to deliver against business, brand, and commercial objectives.
 - Clarity on scope and roadmap, along with full resourcing plan
 - Approved KPIs
- External consultancy expertise and support available, subject to necessary internal approvals.

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 sales forecasts that drive overall sale targets and revenue. Manage the appointment, on-boarding and on-going ways of working with any third-party sales agencies.
- Oversee internal reporting and KPI tracking.

EXECUTION:

Lead the contractual delivery and day-to-day relationships with all licensing partnership, which includes:

- Partner/Licensee Account(s) Management: Building and maintaining relationships with licensing partners, including licensees, manufacturers, retailers, and distributors. This includes overseeing contract negotiations, ensuring compliance with brand guidelines, and providing support to partners as needed.

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- **Brand Protection:** Safeguarding the integrity of the ICC brand by monitoring and enforcing licensing agreements and trademarks. This includes identifying and taking action against counterfeit products and unauthorized use of the ICC brand.
- **Product Development:** Collaborating with licensees to develop innovative and marketable products that appeal to cricket fans worldwide. This may involve conducting market research, analysing trends, and providing input on product design and development.
- **Marketing and Promotion:** Working closely with the marketing team to develop and execute marketing and promotional campaigns to drive awareness and sales of licensed products. This may include advertising, social media campaigns, and sponsorship activations.
- **Financial Management:** Managing the financial aspects of the licensing program, including budgeting, forecasting, and tracking revenues and expenses. This involves maximizing revenue opportunities while ensuring cost-effective operations.
- **Legal Compliance:** Ensuring compliance with relevant laws and regulations governing licensing and merchandising activities, including intellectual property rights, consumer protection, and international trade regulations.
- **Reporting and Analysis:** Providing regular reports and analysis to senior management on the performance of the licensing program, including sales trends, revenue projections, and ROI on marketing initiatives.

Knowledge, Skills, Attitude and Experience

- A minimum 4-5 years' experience in sports marketing or licensing programme specifically account management experience with Brand, IP management, licensing and/or Event experience.
- Experience in managing sales agencies, data providers and specialist consultancies.
- Understanding of cricket and the broad landscape of commercial rights – governing body (ICC), Members, Players.
- Exceptional time management skills and attention to detail.
- Proven capabilities and skills on contract negotiation, with support of legal and finance specialists.
- Basic understanding of agile product development methods.
- Experience of delivering multiple campaigns within budget and on time.
- Data driven, strategic thinker who can inform decision making using insight and analytics.

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

The last date to respond to this advert is Thursday 2 May 2024. Due to the overwhelming number of quality applicants, only shortlisted candidates will be contacted.