



The **International Cricket Council** wishes to appoint a

Marketing and PR Officer

The International Cricket Council (“ICC”) is the global governing body for the sport, which administers all aspects of international cricket. The Strategy and Communications team provides leadership in promoting the global game. The role will be based at our headquarters in Dubai, and preference will be given to candidates who are already based in the United Arab Emirates.

We are currently looking for a Marketing and PR Officer to join the Strategy and Communications team and support the delivery of the ICC’s marketing and PR objectives.

Principal Accountabilities

Responsibilities of the Marketing and PR Officer will include but are not limited to the following:

- Co-ordination of programmes and initiatives to promote Test, ODI and T20I cricket
- Co-ordination of PR activity around ICC properties, including the Reliance ICC Rankings and Hall of Fame
- Management of ICC CSR programmes
- Development and implementation of PR programmes around the Pepsi ICC Development Programme and women’s cricket
- Supporting the Marketing and Promotions Manager with the implementation of event marketing programmes
- Assistance with compiling and disseminating research on international cricket
- Supporting other members of the Strategy and Communications team and other key projects as required

Knowledge, Skills, Attitude and Experience

- A minimum of 2 years relevant experience in an in-house or agency marketing and PR role would be advantageous
- Experience of developing and implementing marketing and communications plans
- Experience of working with digital and social media marketing tools
- Experience of working on international, multi-stakeholder projects
- Excellent communication skills, including report writing and presentations
- Interest in social responsibility issues and experience of managing CSR projects and initiatives (advantageous)
- Experience of measuring the impact of marketing and communications campaigns
- Excellent administrative and organisational skills with a keen eye for detail



- Educated to degree level in a relevant discipline (advantageous)
- Computer literate including good database, MS Word, Excel and Powerpoint skills
- Good eye for a story or communications opportunity
- Ability to show initiative, multi-task, prioritise, meet deadlines and deliver projects on time and on budget
- Team player with ability to deal with senior people
- Excellent at relationship-building across countries and cultures
- Passion for sport and understanding of cricket (advantageous)

Conditions of employment

- The position is based in Dubai and will report to the Marketing and Promotions Manager.
- The role will be predominantly office based with the potential for periods of travel during ICC events subject to the performance and competencies of the individual.
- The selected candidate to furnish two work references including one from his current/latest employer.
- 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 of responding to this advert is 15 December 2011. Due to the expected overwhelming number of high quality applicants only shortlisted candidates will be contacted.