

WOMEN'S CRICKET 2021

MARKETING & DIGITAL MANAGER

Reporting to: Head of Marketing & Communications

Team: Marketing & Communications

Location: Auckland

Term: Fixed Term, Full Time

WHO WE ARE

In 2021, New Zealand will host the ICC Women's World Cup for the 3rd time, and the 12th instalment overall. This is the pinnacle of women's cricket globally and an opportunity for you to join the team behind the tournament. In 2017 over 180 million people watched the tournament, and this audience will increase in 2021 with all the matches broadcast live for the first time. It is set to be the largest women's sporting event held in New Zealand, at the forefront of women's sport, and specifically women's cricket globally.

OUR VISION

Our vision for the tournament is to 'Own the moment and lead the change', through the following objectives:

- Connect with the world
- Entertain the world
- Inspire the world
- Excellence in our world

WHERE YOU FIT

The Marketing & Digital Manager is part of the Marketing & Communications team and will work closely with the Head of Marketing & Communications, and wider team, to deliver the event to ICC and Local Organising Committee (LOC) requirements. You will be primarily responsible for the developing, planning, promoting, implementing, monitoring and evaluating of the marketing and digital strategy and activities for the tournament. You will have relationships with all internal functional areas, and external stakeholders, in particular with the ICC, NZC and government and non-government agencies to maximise promotion of the event and attendance at matches.

YOU'LL LOVE THIS JOB IF ...

- You are passionate about cricket or sport
- You are a natural problem-solver and self-starter
- You have strong communication and listening skills
- You are highly organised and can plan and prioritise your time
- You are calm and pragmatic under pressure
- You strive to go above and beyond expectations

SPECIFICALLY, IN THIS ROLE YOU'LL BE ...

- Developing and delivery of the vision, strategy, budget and operational plan for the marketing and digital campaigns including milestone promotions for a successful tournament
- Leading and managing a coordinated approach with the comms and media team, the ICC, NZ Cricket, government and relevant external stakeholders and third parties
- Supporting creative digital development, website development and management as required and contributing to digital messaging and editorial, that aligns with all other material
- Managing relevant marketing research, branding, digital and media buying, and any other agency relationships required to execute the marketing plan
- Managing design agencies and suppliers, in conjunction with the ICC, host cities and other partners, to ensure agreed brand and visual identity guidelines are understood
- Collaborating with sales and ticketing, sponsors and any other partners to maximise ticket sales, corporate hospitality sales and attendance at matches

ADDITIONALLY, YOU WILL ALSO BE ...

- Providing detailed and timely reporting on progress with clear timelines
- Striving for world class standards across all areas for operational excellence
- Collaborating in cross organisation project teams and ensuring the needs of all areas are considered
- Managing expenditure within budget and highlighting any issues as necessary
- Achieving cost savings where possible and ensuring the event is efficiently run
- Managing and maintaining relevant internal relationships through all stages of operations
- Developing and maintaining key external stakeholder and third-party partnerships
- Nurturing these functional relationships and fostering a spirit of teamwork and cooperation

YOU'LL HAVE ...

- Experience developing and managing a phased marketing execution on a large scale
- Demonstrated innovation around tactical approach for target audiences
- Demonstrated understanding of key drivers and motivators for fan engagement
- Strong commercial acumen and budget skills
- Digital management skills including social media
- The legal entitlement to work in New Zealand

YOU'LL RECEIVE ...

- A competitive salary, 20 days annual leave and KiwiSaver contributions
- Fresh fruit delivery twice a week, and drinks and snacks on a Friday afternoon
- Annual flu injections and access to the Employee Assistance Programme (EAP)