



Vanuatu Cricket Association Position Description

About Us:	<p>The Vanuatu Cricket Association is one of the nation's premier sports organizations and the governing body for cricket in Vanuatu. Operating as a charitable organization we are responsible for overseeing and promoting cricket on a national and international level.</p> <p>At Vanuatu Cricket we understand the invaluable role our employees play in working towards our vision of making Vanuatu a country that loves cricket because it brings people together, provides social and economic opportunities, raises awareness about Vanuatu overseas and is a source of national pride.</p>
Position:	Marketing Manager
Department:	Marketing
Manager:	Chief Executive Officer
Role Purpose:	<p>The Vanuatu Cricket Association is looking to appoint a motivated, committed, resourceful and reliable individual to work as the Marketing Manager.</p> <p>The role is an essential position within the association marketing team, with responsibility for building and maintaining key relationships with sponsors as well as supporting the CEO in the preparation and execution of sponsor sales pitches. The role also requires the manager to lead the marketing teams functional departments achieving operational excellence across all areas and to develop and sustain strong commercial relationships with the Vanuatu Cricket Associations core partners. The individual should have at least two years' relevant experience working in an autonomous front facing role.</p> <p>The Marketing Manager will report to the CEO. Duties of the role will be divided into the following areas and include, but are not limited to;</p>
Document Date:	23rd November 2021

Job Prerequisites

- A minimum qualification of university degree in the related field or at least 3 years of solid marketing and communications and/or media and/or commercial experience

- Energetic and capable to work independently with good communication, interpersonal, problem solving and analytical skills
- Excellent command of spoken and written English
- Passion for sport, especially Cricket, will definitely be an advantage
- Experience in sports (cricket) administration / management a great advantage
- Proficiency in MS Word, Excel and Powerpoint Presentation, Canva, Adobe Dreamweaver, Photoshop, Illustrator and Creative Suite
- Past experience in managing website vendor and CMS is an advantage
- An initial period of 12 months' contract will be offered, which is on a renewable basis.
- Immediate availability is preferred
- Bislama is advantageous

Key Responsibilities

Sponsorship Management

1. Seek and exploit possible new sources of income and funding opportunities for the benefit of the Association, and develop a robust sponsorship programme for the national teams and Vanuatu Cricket in general including:
 - a. Building and maintaining key relationships with sponsors.
 - b. Acting to acquire new sponsors and manage sponsor relationships (new and existing);
 - c. Preparing and executing sponsor sales pitches alongside the CEO, taking the lead where required.
 - d. Managing reconciliation of merchandise, supporting the administration manager where possible.
 - e. Leading on delivering commercial rights in relation to the sponsor's contract at events.
2. Work closely with the Vanuatu Cricket department managers to create funding opportunities through commercial solutions across the elite teams, domestic leagues and community/development programmes.

Event Management

1. Work closely with the management team to:

- a. Manage the execution of sponsor events which exemplify and communicate the Vanuatu Cricket Association's brand values
- b. Manage the execution of all domestic club cricket final events or any other domestic cricket events.
- c. Manage the execution of all international cricket events in conjunction with the CEO and the International Cricket Council requirements.
- d. Manage all relevant communications liaising with internal and external stakeholders where necessary.

Media & Marketing

1. Responsible for the PR & Communications, brand building, sponsor and event management/co-ordination and revenue generation of the Association and its related events.
2. Develop the Vanuatu Cricket brand to meet the objectives of growth across all areas of the game and to identify the audiences that are keys to the future growth of the game, and focus marketing activities appropriately. Such expertise is to help Vanuatu Cricket adopt a more strategic approach on promoting cricket.
3. Develop and write for the Association's website, ensuring that it provides the end user with up to date and informative content in a user-friendly format.
4. Responsible for the development of e-newsletters and explore alternative digital marketing initiatives and ensure that the websites and other publications/marketing materials serve not only as tools to inform the existing cricketing community, but as an important medium to ensure a wider exposure of the game in Vanuatu.

Financial Responsibility

1. Be responsible for financial modelling, budget and reconciliation of all relevant projects ensuring the CEO and Administration Manager are regularly updated and payment processes are adhered to wherever necessary
2. Work closely with the Administration Manager to ensure invoicing is up to date.

It is your duty to comply with the Vanuatu Cricket Association's policies and procedures which set out governance standards and manage risks for our organisation. You are responsible for being aware of and complying with all policies and procedures.