SPORTS
RECRUITMENT
INTERNATIONAL

CHIEF SALES AND MARKETING OFFICER

Candidate Brief

From Playground to Test Arena

ECB

BACKGROUND

The England and Wales Cricket Board was established on January 1st, 1997 as the single national governing body for all cricket in England and Wales.

It has its headquarters at Lord's Cricket Ground in London.

The formation of the ECB was the culmination of a drive towards creating, for the first time, one unified body responsible for the management and development of every form of cricket for men and women. This included clubs, schools, juniors and youth, disabilities cricket, representative, first class and international cricket - the whole game from playground to the Test arena.

Since 1997, the ECB has developed into a business with annual revenues of over £100m, employing over 300 people and investing millions each year in cricket infrastructure, player development, participation programmes, coach development, competition and tournaments and promotion of the game locally, nationally and internationally.

The England Men's team has enjoyed more than a decade of sustained success, reaching Number 1 rankings in Test and One Day International cricket and winning the t20 World Cup whilst the England Women's team has recently completed back to back Ashes victories.

ROLE

The ECB is recruiting for the post of Chief Sales and Marketing Officer. The role is accountable to the Chief Operating Officer for increasing the revenues of the ECB from digital media, broadcasting, sponsorship and advertising through managing the people and processes within the Sales and Marketing Department. The Chief Sales and Marketing Officer defines policy, strategy and programmes to obtain maximum revenue for cricket in England and Wales and to promote the sport at all levels.

A successful and consistent track record of sales delivery in particular in broadcasting, sponsorship and digital media is essential. The successful applicant will have outstanding strategic vision and negotiating skills with a sound knowledge and understanding of the promotion of sport at both international and domestic levels.

The successful candidate will demonstrate an excellent track record in delivering broadcast and sponsorship agreements, developing and monetising digital media and managing processes and people.

JOB DESCRIPTION

PURPOSE OF THE JOB

The Chief Sales and Marketing Officer will be accountable for all sales and marketing activity of the ECB. It is anticipated that broadcasting , sponsorship and advertising agreements will total in excess of £100 million per annum. The post holder will manage and recommend to the COO the digital media strategy developed by the Digital Media Manager and will deliver broadcast, sponsorship and advertising agreements to support Men's, Women's, Disabilities and Community cricket including umpiring, coaching and volunteers.

Based at Lord's Cricket Ground with a competitive salary, performance bonus plus excellent benefits.

PRINCIPAL RESPONSIBILITIES

- To be accountable for annual sales targets in excess of £100 million per annum.
- To direct a strategy to monetise digital media consistent with the ECB's broadcasting partnerships.
- To be responsible for the strategy, planning and execution of the ECB's sales activities.
- To deliver, manage and develop preferred partners, sponsors and advertisers consistent with the ECB's policies and ethics.
- To be accountable for the recruitment, management and interaction of senior personnel within the Sales and Marketing Department.
- To be responsible for ensuring that the ECB's message is distributed across channels and to targeted audiences in order to meet sales and corporate objectives.
- To be responsible for managing commercial relationships with the Team England Player Partnerships, Counties, ICC and County Boards.
- To be accountable for reviewing and approving advertising campaigns, marketing reports and data collection, vendor contracts, billing and the Department's expenditure budget.

JOB CONTEXT

The mission of the ECB is to develop the game from the playground to the Test arena. 80% of the ECB's revenue is currently generated through broadcasting. The ECB wishes to diversify this reliance by expanding its income generation from digital media, sponsorship and preferred partners.

The post-holder will work in close co-operation with the Head of Corporate Communications, the Global Events Director, Chief Financial Officer and Managing Director - England Cricket.

KNOWLEDGE, SKILLS AND EXPERIENCE

- Analytical and creative.
- Knowledgeable in a variety of disciplines including new media, information technology, sports sponsorship, legal and finance.
- A sound track record in strategic planning and monetising new media is essential.
- Outstanding sales and negotiating skills.
- The successful candidate will be deadline driven and a high achiever in sales delivery.
- Working knowledge of CRM systems and market research is required.

KEY WORKING RELATIONSHIPS

- Chief Executive
- Chief Operating Officer
- Chairman of Commercial Committee
- Executive Committee
- Board
- Head of Communications
- Head of Public and International Policy
- Chief Finance Officer
- Global Events Director
- Commercial Partners
- Broadcasters
- Head of Women's Cricket
- Managing Director – England Cricket
- TEPP
- First Class County Chief Executives

PROCESS

- The closing date for applications will be **Friday 28th March**.
- Letters of application and full CVs should be sent by email to our exclusively retained search consultant, Jim Chaplin from Sports Recruitment International at ecb@sportsrecruitment.com.
- For a confidential discussion about the role, please contact Jim Chaplin either by email at ecb@sportsrecruitment.com or by telephone on 020 7092 6964.