



1. Job Details:

Position Title:	General Manager: Marketing	Term:	5 years
Reports to:	CEO and Office Bearers, BCCI	Department:	BCCI

2. Job Dimensions:

- The GM Marketing will be responsible for developing and implementing overall marketing strategies of BCCI.
- GM Marketing will develop a marketing and brand strategy, both for the medium and long term for BCCI. The person will be responsible for designing, aligning and planning marketing campaigns to enhance revenue, channel support and enhance brand score.
- GM Marketing will also be responsible in driving and liaising with all sponsors of BCCI and for all the marketing initiatives ensuring that the BCCI and its mission, programs and services are consistently presented in a strong and positive manner.
- GM Marketing should be able to identify innovative marketing strategies that will develop the sport whilst being attractive to sponsors and other commercial partners and create, implement and oversee communication programs, be it internal or external, that effectively describes and promotes the organization.

3. Qualifications, Experience, Knowledge, Skills and Age limit:

- Post graduate qualification - Master's degree or equivalent professional qualification.
- Should be less than 55 years.
- Preferred Specialisation: Masters/Diploma in Business Administration with a specialisation in Marketing and Sales
- Significant experience in leadership position in the marketing domain in leading corporate organization in India/abroad.
- Shall have an experience of at least 15 years.
- Strong interpersonal and people management skills- ability to communicate, present and influence credibly and effectively at all levels of the organization and external stakeholder.
- Exceptional time management skills including the ability to work independently on multiple projects with a high attention to detail. Ability to work under pressure to meet strict deadlines.
- Strong project management skills – ability to work well with a team and play a leadership role in bringing people together within the department and organisation.
- Good commercial knowledge, preferably within Cricket.
- Knowledge/understanding of Cricket and passion for sport.
- Strong, professional verbal and written communications skills.



4. Key Accountabilities:

- Development and implementation of the BCCI's Business Plan focusing on marketing, branding, PR & sponsorship.
- Developing and implementing strategies to grow profitability.
- Provide operational and strategic guidance to the organisation having input into and driving the outcomes of the operational and strategic plans.
- Take ownership of and work to deliver strategic projects so as to advance the sport of Cricket within the country.
- Oversee the development of policies and procedures to enhance the operations of Cricket.
- Develop and maintain effective relationships with a range of key stakeholders, representing the organisation in the community and industry as required.

5. Operating Environment:

- Mumbai-based role
- Office environment or on site at the time of events, with working hours that are frequently outside regular working hours, especially during events;
- Must be willing to meet work expectations and deadlines.

6. Communication & Working Relationships:

- External & internal stakeholders that include the BCCI Commercial Partners, Media Rights holders, service providers – advertising, communication, PR and media agencies; Commercial team.
- To possess excellent communication, analytical, interpersonal skills.

7. Competencies:

- Knowledge of organisational development and sport development within the sports industry context.
- Experience in and understanding of the challenges and opportunities to grow sports.
- Strategic and creative thinker who is a solution orientated problem solver with a proactive approach and proven initiative.
- Honest, reliable, disciplined, and self-motivated with excellent time management.
- Meticulous in presentation of work with attention to detail.
- Able to create effective processes to improve the delivery of work and efficiency of self and the organisation.
- Ability to manage multiple projects simultaneously.
- Prepared to work as an integral part of a professional and dedicated team.
- Knowledge and familiarity with cricket or other sports.
- Knowledge of operations of cricket administration and overall policy.
- Familiarity with regulatory and legal responsibilities as well as attendant risks.
- Strong business acumen.