



CRICKET WEST INDIES

VACANCIES:

- Public Relations & Media Manager
- Content & Media Officer

Background

Cricket West Indies (CWI), which is headquartered in Antigua, is the governing body responsible for cricket in the West Indies. Its mission is to grow, promote and guide the development of cricket in communities of the West Indies.

Public Relations & Media Manager Role

The requirement of this role is to increase fan and media awareness and engagement with West Indies teams and tournaments, with keen focus on the communications and public relations elements of the overall CWI commercial and marketing strategy.

Key Areas of Responsibilities

1. Plan, co-ordinate and lead the execution the PR and content plan.
2. Plan and host press briefings and/or press conferences, at matches and for key announcements.
3. Manage content and media officers to source, create and execute on-the-ground content.
4. Plan and write press releases featuring strategic messaging/key points to communicate to fans and media.
5. Proactively contact media to increase quality and frequency of media coverage for West Indies teams and tournaments.
6. Lead team in creating modern distribution tools for content distribution.
7. Manage team PR & Media budget.

Qualification and Experience Required

1. Bachelor's Degree **OR** equivalent in marketing, business administration or management **OR** equivalent professional qualification.
2. Minimum six (6) years' working experience in a similar role.
3. Prior work in a marketing or media department and/or project would be helpful.
4. Ability to speak and write clearly and accurately.
5. Planning, organising and execution.
6. Strong accuracy and attention to detail.
7. Time management is essential.

Content & Media Officer Role

The purpose of this role is to produce accurate, timely content audio, visual and written content to create insight and increase awareness through consistent fostering of strong media relationships.

Key Areas of Responsibilities

1. Plan, create and execute on-the-ground content from players and teams.
2. Identify and develop strategic media partnerships to increase awareness and drive fan engagement.
3. Plan and write accurate and engaging press releases to launch tournament/team news.
4. Support wider content and media officer pool to create distribution tools for content.
5. Build and maintain strong professional relationships with key cricket, sports and entertainment media correspondents.
6. Assist the team manager in the coordination of team movements.

Qualification and Experience Required

1. Completion of tertiary education in marketing or business administration studies.
2. Minimum three (3) years working experience in a similar role.
3. Prior work in a marketing or media department and/or project would be helpful.
4. Ability to speak and write clearly and accurately.
5. Planning, organising and execution.
6. Strong accuracy and attention to detail.
7. Time management is essential.

For detailed job descriptions, please visit www.windiescricket.com.

Please send your curriculum vitae with a cover letter by 10 May 2024 to:

The Human Resources Manager, Cricket West Indies, Coolidge Cricket Ground, Coolidge, St. George, Antigua.

Email: recruitment@cricketwestindies.org.

Please note that only shortlisted candidates will be contacted.