VACANCY
MANAGER – DIGITAL PRODUCT (ICC.TV)

The International Cricket Council ('ICC') is the global governing body for the sport, which administers all aspects of international cricket.

We are currently looking for a dynamic Manager - Digital Product (ICC.tv) to join our digital team and work with key ICC partners to grow our OTT channel, ICC.tv.

Based at the ICC headquarters in Dubai, UAE, the role will report to Senior Manager – Digital Products and Data and be responsible for all aspects of the ICC.tv product.

Our ideal candidate will have at least 3+ years working in a relevant organisation preferably in the sports, broadcast or media industry. Most importantly, our ideal candidate will have strong interpersonal skills and the proven capacity to achieve outstanding results through joint venture, partnership and cross-organisational work. The ICC offers a competitive salary, an opportunity to work with an outstanding team, exposure to new and exciting digital ventures and the capacity to serve and engage with a truly global audience. We're excited to identifying a talented and dynamic person to join our world-beating team.

Principal Accountabilities

The Manager – Digital Product - ICC.tv is responsible for ensuring the success of the ICC.tv through activities such as:

- Developing and implementing a growth strategy to acquire more customers and increase viewership of ICC.tv
- Working with our Content team and agencies to develop, deliver and track marketing campaigns
- Acquiring and programming content
- Liaising with Members to acquire and distribute content, and service their requirements such as engagement and reporting
- Working with the Digital Product team and the ICC's platform vendor on feature development, service levels and other contractual requirements
- Working with other platforms and networks – such as telcos and FAST channels - to increase ICC.tv's distribution
- Ongoing monitoring and reporting of channel and video performance against agreed KPIs and objectives; reviewing reach, usage and engagement tactics to retain existing users and manage churn

Knowledge, Skills, Attitude and Experience

- 3+ years working in a relevant organisation preferably in the sports, broadcast or media industry
- Proven experience in growing a media or sports product (an OTT product would be ideal)
- Detailed knowledge of digital media and fan engagement strategies
- Experience in running growth marketing campaigns, especially using social media and direct marketing channels
- Knowledge of the content production and distribution process (live and post-production)
- Strong stakeholder management skills
- A basic understanding of digital products and feature development

- Ideally has a passion for sport and cricket
- High level of self-motivation to achieving outstanding outcomes
- Strong strategic approach
- High level of transparency
- Ability to work under pressure and to meet deadlines
- Ability to work on weekends and beyond office hours
- Ability to work collaboratively and positively with others to achieve organizational objectives
- Empathy for external and internal stakeholders
- Ability to build and maintain stakeholder relationships

Conditions of Employment

- The role is based in our headquarters in Dubai, UAE.
- The selected candidate will be required to provide two recent work references: and
- The compensation offered will be commensurate with qualifications and experience.

If you feel that you can meet the challenge, please email your CV, with a covering letter detailing your current salary and benefits and expectations to: recruitment@icc-cricket.com.

The last date to respond to this advert is Tuesday 7, February 2023. Due to the overwhelming number of quality applicants, only shortlisted candidates will be contacted.