



JOB STATEMENT

TITLE OF POSITION	Public Relations & Media Manager
POSITION TYPE	Full Time; Fixed Term Contract
REPORTS TO	Commercial Director
DEPARTMENT	Commercial, Marketing & Communications
LOCATION	CWI Headquarters, Antigua
DATE ESTABLISHED	February 2020

AIM OF CRICKET WEST INDIES

Vision:

To be a leader in international sports inspiring generations of West Indians through winning teams.

Mission:

To grow, promote and guide the development of cricket in communities of the West Indies.

Core Values:

Accountability, Excellence, Innovation, Integrity, Respect, Unity.

PURPOSE OF DEPARTMENT

The CWI's Marketing and Communications team manages all communications, player and team content, digital activity plus public relations activities for CWI including sustained campaigns in traditional and social media, marketing & promotions of all goods and services. It is part of the broader Commercial and Marketing team and therefore collaborates on the delivery of all events of CWI such as regional and international series hosted in the region and overseas, other cricket events and other special events determined from time to time.

PURPOSE OF THE POSITION

The role of the PR & Media Manager is to increase fan and media awareness of and engagement with West Indies teams and tournaments, with keen focus on communications and PR elements of the overall CWI Commercial and Marketing Strategy by:

- Leading the planning, generation and delivery of all public relations, content and media partnership activity to drive awareness of West Indies players, teams, tournaments and activities.
- Overseeing and manage the output of two content and media officers who will be embedded with teams and/or tournaments.
- Leading the content and media officers in the planning, briefing and creation of all audio, visual and written content featuring players, coaches, staff and former players for the CWI digital team to distribute across all CWI channels and platforms.

- Rebuilding, energise and sustain positive media relationships (newspaper, radio, online, TV, social) with regional and international media, plus lead the management and relevance of comprehensive media database. This will also entail managing media requests for player/coaching staff interviews.
- Actively being the communications link between the commercial and marketing department and the playing squads and teams.
- Supporting the wider commercial and marketing team in delivering the CWI commercial and marketing strategy and activities, including sponsor obligations.

JOB DESCRIPTION – P3 Classification

Positions in this category will perform any or all of the below listed duties. These should be interpreted as examples of the work and are not necessarily all-inclusive.

CORE ACCOUNTABILITY	CORE DUTIES & RESPONSIBILITIES
Public Relations	<ul style="list-style-type: none"> • Plan, co-ordinate and lead the execution the PR and content plan for West Indies teams and tournaments and occasionally CWI, according to the CWI marketing strategy. • Coordinate with the marketing team to develop specific team and tournament PR, media and content plans, to be provided 16 weeks in advance of every series/event. • Identify and develop strategic media partnerships to increase awareness of and drive fan engagement with West Indies teams and CWI tournaments. • Identify, co-ordinate and execute tactical PR opportunities to generate awareness of West Indies players and tournaments. • Plan and host press briefings and/or press conferences, at matches and for live activities. • Proactively recommend, generate and execute ideas and plans to increase media coverage of the West Indies players and tournaments.
Content Creation to Enhance West Indies & Tournament Brand Narrative	<ul style="list-style-type: none"> • Work with the digital marketing teams to determine long-term plan for player and team content. • Manage content and media officers to source, create and execute on-the-ground content featuring West Indies players, coaches and tournaments, especially whilst overseas. • Work with the digital team to understand which content is best received and refine planning and creation to improve quality of content to be produced. • Convert media press releases into exclusive and unique news features for the website: windiescricket.com, by using non-corporate tone and style to give greater insight to fans on players, coaches, development plans and tournaments. • Develop awareness of other sports teams’ content activities to identify opportunities to enhance content.
Media Relations and Media Database	<ul style="list-style-type: none"> • Plan and write press releases featuring strategic messaging/key points to communicate CWI, West Indies team and tournament news to fans and media, ensuring West Indies teams and Cricket West Indies are positively represented. • Build and maintain strong professional relationships with key cricket, sports and entertainment correspondents. • Proactively contact media to increase quality and frequency of media coverage for West Indies teams and tournaments. • Ensure media requests for interviews are always answered, irrespective of whether the interview is delivered or not, and ensuring CWI can maximise our coverage.

	<ul style="list-style-type: none"> • Manage team to ensure accurate record keeping of media requests for information and/or interviews, ensuring requests meet CWI policies and give players/coaching staff a safe environment in which to conduct them. • Capitalize on media relationships to create opportunities to tell the required West Indies/CWI narrative. • Work with marketing team to ensure content and media officers and all media have the latest CWI/West Indies branding and tournament identities for media use. • Lead team in creating modern distribution tools for content distribution (e.g. media website for photos and releases, CRM database of media contacts).
Team Media and Player Appearance Management	<ul style="list-style-type: none"> • Oversee content and media officers to ensure delivery of team and player media appearances for content creation and sponsor obligations, working with wider marketing team. • Oversee tracking of all player appearance activity to ensure appearances happen on time, to budget and that players are paid quickly, working with finance team.
Commercial and Marketing Team Support	<ul style="list-style-type: none"> • Contribute to wider planning and execution of the commercial and marketing strategy supporting marketing activity execution, fan and sponsor events as required.
Team Operations and Logistics	<ul style="list-style-type: none"> • Oversee content and media officers to ensure they are supporting team management on operation and logistics requirements including but not limited to sponsor activities, events, and memorabilia signing.
Budgeting	<ul style="list-style-type: none"> • Deliver all plans to agreed proposals and budgets working with line manager and/or Commercial Director. • Manage team PR & Media budget including photography and videography, media/PR events and non-match travel. • Update budget at the end of each month for timely and accurate reporting.
Organisational Standards	<p><u>Teamwork</u></p> <ul style="list-style-type: none"> • Build and maintain an effective working relationship with all peers. Coordinate and integrate departmental work activities with the work activities of colleagues. Positively contribute to and collaborate with teams and other departments to achieve organisational goals. <p><u>Staff Development</u></p> <ul style="list-style-type: none"> • Attend workshops, seminars and other developmental opportunities as identified to improve individual and/or team performance. • Participate in informal learning and development opportunities e.g. cross training and work shadowing. <p><u>Communication</u></p> <ul style="list-style-type: none"> • Actively participate in staff meetings. Provide information to colleagues and managers in a timely manner. Model communications actions consistent with the organisation's communication standards. <p><u>Professional Development</u></p> <ul style="list-style-type: none"> • Monitor and identify personal/professional development needs and maintain capabilities consistent with the organisation's philosophy and values through special project assignments, technical workshops and seminars and development opportunities and activities. <p><u>Performance Management</u></p> <ul style="list-style-type: none"> • Positively contribute to the performance management process by setting goals, completing the self-evaluation, and actively participating in performance management feedback sessions.

	<ul style="list-style-type: none"> • Be proactive, ask questions to ensure understanding of duties & responsibilities and be accountable for the proper execution of accountabilities and tasks to the required standard. • Commit to the achievement of performance objectives and the completion of tasks by accepting that irregular working hours are an important feature of the role and being flexible with regard to the scheduling of work hours to enable the proper execution of this role. <p>Professionalism/Work Ethic</p> <ul style="list-style-type: none"> • Display a pleasant, professional manner and positive attitude on the job and guidelines established in the organisation's HR policies & procedures manual. • Carry out any reasonable requests made by direct manager in a timely manner. • Report for duty punctually, ready to work, in appropriate professional wear, ensuring correct personal presentation for business/work. <p>Safety</p> <ul style="list-style-type: none"> • Work safely and use any safety equipment provided. Report defects in own work area and in the wider office promptly. Keep assigned equipment in proper working order to maintain a safe work environment.
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RELATIONSHIPS/INTERACTIONS	
External	Internal
CWI Sponsors & Partners CWI Suppliers Fans/Customers Media – Newspapers, Magazines, Websites, TV, Radio, Digital	CWI Directors CWI Staff Territorial Boards
Special Feature(s) of the Job	The work of the unit is dynamic and requires flexibility, extended hours and may require staff to make a decision on the spot for the best benefit of the organisation. The position is based at the CWI office in Antigua and may require travel occasionally.

ROLE / PERSON SPECIFICATION
<p><u>Academic/Professional Qualifications</u></p> <ul style="list-style-type: none"> • Bachelor's Degree OR equivalent in marketing, business administration or management OR equivalent professional qualification. • Part qualified or willingness to study for required qualification may be considered.
<p><u>Practical Experience</u></p> <ul style="list-style-type: none"> • Minimum six (6) years' working experience in a similar role. • Prior work in a marketing department and/or project would be helpful.
<p><u>Technical Knowledge/Skills/Competencies</u></p> <ul style="list-style-type: none"> • Proper telephone etiquette. • Ability to speak and write clearly and accurately. • Demonstrated proficiency in spelling and grammar. • Effective listening. • Knowledge of customer service principles and practices. • Information, Communication & Technology skills:

<ul style="list-style-type: none"> ○ Microsoft Office Suite – Strong Word and Excel essential ○ Power Point ● Problem solving and resolution. ● Planning, organising and execution. ● Strong accuracy and attention to detail. ● Time management.
<u>Level of Supervision & Decision-Making Authority</u> <ul style="list-style-type: none"> ● Will work under close supervision/direction. ● Must get permission and guidance before acting on matters within the scope of the job role.
<u>Supervisory Responsibility & Authority</u> <ul style="list-style-type: none"> ● No supervisory responsibilities and responsibilities associated with role.
<u>Budgetary Responsibility</u> <ul style="list-style-type: none"> ● No budgetary responsibility associated with role.

NOTE

This document reflects the job at the time of writing and will be subject to amendment in the light of changing national and international regulations, operational and/or environmental needs. Any such changes will be discussed with the job holder and the Job Statement amended accordingly.

A signed copy of the Job Statement will be held on the employee’s personnel file and a copy will also be given to the employee.

EMPLOYEE STATEMENT

I have read and fully understand and accept all the contents listed in this Job Statement.

Manager’s Signature _____ Date _____

Employee’s Signature _____ Date _____