



## West Indies Cricket Board Inc.

### JOB STATEMENT

TITLE OF POSITION	Event Management Executive – International Home Series
POSITION TYPE	Full Time; Permanent Employee
REPORTS TO	Head of Commercial
JOB CLASSIFICATION	P5
DEPARTMENT	Commercial
LOCATION	WICB Secretariat, Antigua
DATE ESTABLISHED	

#### AIM OF WEST INDIES CRICKET BOARD INC.

**Vision:**

To establish the WICB as an efficient and effective governing body; to provide successful and entertaining West Indies teams; to establish WICB as commercially viable organisation; to establish cricket as the sport of choice.

**Mission:**

To manage, develop and promote cricket to the benefit and enjoyment of the West Indian people.

**Core Values**

Integrity; Respect; Teamwork; Diversity; Accountability; Innovation.

#### PURPOSE OF DEPARTMENT

The WICB's Commercial Department manages all communications & public relations and commercial and business development activities of the WICB including sponsorship, marketing & promotions and merchandising & licensing. It also manages the delivery of all events of the WICB 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

Responsible for the planning, management, delivery and review of all domestic and international home matches and events in a commercial manner.

**JOB DESCRIPTION (Level II)**

*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
Event Planning and Implementation	<ul style="list-style-type: none"> <li>• Play a key role in the preparation of the event operational plan for the international home series and domestic tournaments to ensure the smooth and seamless delivery of sponsors, partners and broadcasters' rights.               <ul style="list-style-type: none"> <li>○ Implement yearly pricing strategies and tactics for cricket events in conjunction with Territorial Boards and in line with WICB pricing objectives.</li> <li>○ Make recommendations to the Manager, Commercial with respect to potential cost saving measures for the events programmes.</li> <li>○ Liaise with Territorial Boards and commercial partners to maximise quality of each event.</li> <li>○ Assist with the implementation of PR activities to promote specific events in conjunction with Communications &amp; Marketing Unit.</li> </ul> </li> <li>• Coordinate the signing and receipt of negotiated IVA's, Tour Operators, MOUs and Party Stand Agreements, etc. prior to the start of all relevant West Indies Cricket events/tournaments.</li> <li>• Prepare and monitor host event budgets for tournament in accordance with event manual:               <ul style="list-style-type: none"> <li>○ Disseminate event budget template to host board for preparation and submission within relevant timelines.</li> <li>○ In collaboration with the Commercial Manager, Cricket Operations Manager and Finance Manager, review template submitted by the Host Board against previous events held in that country, providing an explanation for any significant variance noted.</li> <li>○ Obtain signoff on event budget from Commercial Manager and submit to the Finance Department.</li> <li>○ Liaise with the Finance Department regarding pre-event payments and post-event reconciliation and invoicing.</li> </ul> </li> <li>• Prepare and monitor host event checklist ensuring readiness of venues in accordance with the event management manual.</li> <li>• Assist with the planning and implementation of the <i>Sportainment</i> programme for all West Indies Cricket events:               <ul style="list-style-type: none"> <li>○ Liaise with sponsors and host boards to obtain their input on trends and local initiatives to boost fan engagement</li> <li>○ Order and control stock distribution of promotional products</li> <li>○ In conjunction with the Communications &amp; Marketing Unit, facilitate radio and television promotion schedules and sourcing and distribution of prizes for giveaways,</li> </ul> </li> </ul>
Accreditation Programme	<ul style="list-style-type: none"> <li>• Drive and monitor the issue and receipt of accreditation application forms including ensuring applications are submitted to the required specifications and timelines.</li> <li>• Ensure applications are processed to strict deadlines, provide feedback to applicants on data quality and application status updates</li> <li>• Coordinate the packaging and delivery of accreditation passes and additional access devices to Territorial Boards</li> <li>• Field calls from Territorial Boards to provide remote issue resolution support</li> <li>• Register late Tournament Accreditation Pass requests and liaising with Territorial Boards when these requests are time sensitive</li> <li>• Maintain confidentiality, information security and integrity at all times.</li> </ul>

Venue Event Management	<p><b>Pre-event:</b></p> <ul style="list-style-type: none"> <li>• On arrival at the match venue, chair a meeting with the appropriate personnel at the venue to discuss match day preparations (refer WICB Match Management Checklist) and address issues as necessary.</li> <li>• Ensure that all parties are agreed on respective responsibilities and the general standards expected.</li> <li>• Undertake a status check of the match venue with the Host Venue Manager and Stadium Manager to identify any issues.</li> <li>• Provide a report to the WICB Commercial Manager as to the state of readiness of the venues within the match centre.</li> <li>• Initiate any remedial action necessary to ensure venues or activities will be delivered to the appropriate standard at the time required.</li> <li>• Ensure WICB appointed suppliers implement activities according to agreements (e.g. Sponsor Matrix; Sponsor Obligations)</li> <li>• Liaise as necessary between WICB departments (commercial, media, legal, cricket operations, marketing, CEO's office) and the host to facilitate the final stages of preparation.</li> <li>• Liaise with WICB partners with regard to implementation of their activations.</li> <li>• Convene a meeting to discuss all event presentation/activity protocols and oversee rehearsals of all event presentation activities with the sportainment partner and host staff.</li> <li>• Brief volunteers appointed to WICB activities.</li> <li>• Attend security briefing held by WICB security head.</li> <li>• Convene a meeting between broadcasters, replay screen director, PA announcer, DJs and match officials to confirm communications protocols.</li> <li>• Confirm the WICB President &amp; CEO Suite facility is prepared according to requirements.</li> </ul> <p><b>During event / on match day:</b></p> <ul style="list-style-type: none"> <li>• Conduct a walk-around venue check of the match venue before public gates open to assess overall venue match-day readiness.</li> <li>• Provide advice and support to the Host Board as required.</li> <li>• Liaise with WICB Event Team as necessary.</li> <li>• Liaise between WICB departments (commercial, media, legal, cricket operations, marketing, CEO's office) throughout on ongoing event matters.</li> <li>• Oversee the delivery of sponsor activity taking place during the innings break / time between matches.</li> <li>• Maintain a watching brief on the delivery of the WICB hospitality facility.</li> <li>• Take/confirm any decision to drop activities as necessary in the event of a curtailed innings break or gap between matches (in conjunction with WICB Commercial Manager if deployed at the venue.)</li> <li>• Maintain vigilance for ambush activity and take any decisions as necessary (in consultations with WICB Commercial Manager and Legal Officer)</li> </ul>

	<ul style="list-style-type: none"> <li>• Act as point of escalation for any operational issue relating to the activities or implementation of benefits for/by WICB suppliers, licensees and partners</li> <li>• To approve any deviation from the prescribed match day run sheets and activities</li> <li>• Liaise with WICB appointed licensees and partners to ensure delivery of rights and benefits</li> <li>• Check for appropriate management and usage of the replay screen to ensure that all necessary messaging and protocols are observed</li> <li>• Monitor announcements from the PA to ensure all messaging is conveyed appropriately</li> <li>• Assess overall effectiveness of protocols / timelines etc. and make recommendations to WICB Commercial Manager for changes, and implementing improvements as necessary</li> <li>• Confirm identify of the post-match award presenter and ensure arrangements in place for him/her to perform their role.</li> <li>• Convene a meeting post-match to discuss the day and compile a match day report to send to the WICB Commercial Manager.</li> </ul>
Administration and Reporting	<ul style="list-style-type: none"> <li>• In conjunction with the Commercial Manager, conduct post event reviews and ensure that outstanding issues and complaints raised are documented, acknowledged, followed up and resolved in a timely and appropriate manner.</li> <li>• Prepare, issue and collate all post event reports and share the reporting with the relevant stakeholders – WICB Fixtures Committee, Event Team, Host Boards and Venue Owners</li> <li>• Participate in the process to review the existing events policy manual and provide input into procedures and systems to increase efficiency and ensure checks and balances are in place.</li> </ul>
Work Ethic	<ul style="list-style-type: none"> <li>• Report for duty punctually ready to work, in appropriate professional wear, ensuring correct personal presentation for business/work.</li> <li>• Carry out any reasonable requests made by direct manager in a timely manner.</li> <li>• Commit to the achievement of performance objectives and the completion of tasks by accepting reasonable overtime and being flexible with regard to the scheduling of work hours to enable the proper execution of this role.</li> <li>• Be proactive, ask questions to ensure understanding of duties &amp; responsibilities and be accountable for the proper execution of accountabilities and tasks to the required standard.</li> <li>• Drive own development e.g. attending and completing WICB organised formal training sessions and programmes as and when required; participating in informal learning and development opportunities e.g. cross training and work shadowing.</li> </ul>

RELATIONSHIPS/INTERACTIONS:	
External	Internal
WICB Sponsors WICB Partners WICB Suppliers	WICB Directors WICB Staff Territorial Boards

Special Feature(s) of the Job	<p>Whilst every effort has been made to explain the main duties and responsibilities of this role, the dynamic and fluid nature of the business of the WICB and the Sports Management Industry may give rise to the need for new and critical duties and /or projects and flexibility with regard to hours of work. Therefore employees will be expected to comply with any related request from the WICB management team, including ad hoc projects and undertake work of a similar level that is not specified in the Job Statement.</p> <p>a) The Sponsorship Management Executive - International Home Series – role is based at the WICB offices in Antigua and may require frequent travel and working extraordinary hours.</p>
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## ROLE / PERSON SPECIFICATION

### P5 - Level II

#### Academic/Professional Qualifications

- Associate's Degree in relevant discipline – business, commerce, event management or sports management **OR** equivalent professional qualification.
- Part qualified or willingness to study for required qualification may be considered.

#### Practical Experience

- Minimum 3 years working experience in a similar role.
- Proven event management experience and understanding of sports events.
- Commercial acumen with experience in revenue generating activities.
- Experience coordinating with venues, suppliers and subcontractors.
- Match day operational experience

#### Technical Knowledge/Skills/Competency:

- Knowledge of one or more business areas.
- Demonstrates job-related competences in critical areas, although still acquiring higher skill levels. Possesses thorough knowledge of appropriate function, processes and procedures associated with the role.
  - Management skills
  - Good written & verbal communication skills
  - Project planning and event management skills
  - Knowledge of venue management
  - Adaptable/Flexible
  - Customer Orientation
  - Numerate
  - Able to work effectively on own or as part of a team
  - Understanding of accreditation systems and related policies and procedures
  - Attention to detail
  - Computer literacy and proficiency in the use of Microsoft Office

#### Level of Supervision & Decision Making Authority

- Will work with minimum supervision.
- Has the authority to act on matters within the scope of the job role with the exception of matters that have a direct impact on finances or personnel. However, the action taken must be reported to the manager as soon as possible.

#### Supervisory Responsibility & Authority

- May supervise temporary staff on occasion.
- Authority to assign work.
- Make recommendations for disciplinary action

#### Budgetary Responsibility

- Will have an input in the preparation of budgets within the scope of the 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 \_\_\_\_\_