



West Indies Cricket Board Inc.

JOB STATEMENT

TITLE OF POSITION	Senior Sponsorship Management Executive
CONTRACTUAL STATUS	Full Time; Permanent Employee
JOB CLASSIFICATION & SALARY BAND	P4
REPORTS TO	Head of Commercial
DEPARTMENT	Commercial, Marketing & Communications
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 a 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; Inclusiveness; Accountability; Innovation; Excellence

PURPOSE OF DEPARTMENT

The WICB's Commercial, Marketing & Communications Department manages all revenue generating activities of the WICB including sponsorship management, broadcast rights, business development, merchandising & licensing and events. It is also responsible for WICB's digital, marketing and communications functions.

PURPOSE OF THE POSITION

The Senior Sponsorship Management Executive is responsible for building and nurturing strong relationships and ensuring that all key partners of the WICB are serviced and all reporting and contractual obligations are met and exceeded.

JOB DESCRIPTION (Level III)

Positions in this category will perform any or all of the below listed duties in addition to those listed for Level II Sponsorship Management Executive. These should be interpreted as examples of the work, and are not necessarily all-inclusive.

CORE ACCOUNTABILITY	CORE DUTIES & REPOSIBILTIES
Service Commercial Partners	<ul style="list-style-type: none"> • Manage all contractual obligations to ensure that WICB’s obligations are delivered. • Develop an annual servicing plan in conjunction with the commercial partners (sponsors; media rights holders and official suppliers) as a component of the annual commercial plan. • Monitor and adjust the servicing plan to meet emerging opportunities or needs. • Develop and execute leverage concepts developed for major partners to assist in the achievement of joint/partnership objectives. • Lead the delivery of player appearances/attributes and related activity. • Monitor service levels delivered by external suppliers involved in implementation of service plans.
Relationship Management	<ul style="list-style-type: none"> • Develop and maintain effective working relationship with the commercial partner’s representative(s), through daily communication, ensuring their interests are represented. • Initiate and lead meetings internally and with sponsors/partners and record and disseminate decisions to all relevant stakeholders. • Identify and manage commercial partner expectations. • Work closely with external key stakeholders to ensure sponsor requirements are met. • Work with the Head of Commercial to regularly evaluate the progress of plans and review partner satisfaction
Activation Planning & Events	<ul style="list-style-type: none"> • Provide a first point of contact for planning and implementing sponsor activities • Manage the presentation of sponsor related elements of international and regional cricket events. • Provide reports to commercial partner on activation activities no later than 7 days after the event.
Prepare and Monitor Sponsorship Budgets	<ul style="list-style-type: none"> • Prepare and monitor sponsorship budget to meet departmental or organizational objectives along with stakeholder expectations as part of the annual company budgeting process. • Proactively engage in cost savings without compromising essential quality. • Develop costed business case arguments for new sponsorship related projects/initiatives as required. • Assist with the negotiation of contracts with external providers. • Liaise with Finance and Legal Counsel regarding new sponsorship initiatives. • Manage resources and expenditure within budget and review formally on a monthly basis. Identify variances and take appropriate action.
Assist with the Renewal of Sponsorship Contracts	<ul style="list-style-type: none"> • Play a lead role in the development of sales packages which take account of organisational objectives. • Play a lead role in the development and assist with the delivery of sales presentations. • Assist with the negotiation of terms and liaise with Legal Counsel to finalize contracts.

Work Ethic	<ul style="list-style-type: none"> • Report for duty punctually ready to work, in appropriate professional wear, ensuring correct personal presentation for business/work. • Carry out any reasonable requests made by direct manager in a timely manner. • 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. • 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. • 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.
Supervision (processes & activities)	<ul style="list-style-type: none"> • Coordinate the activities of department/unit to ensure a smooth flow of operations by setting priorities, establishing goals, and assisting in the development and implementation of internal policies and procedures. • Develop and document all relevant policies, procedures, standards and codes relevant to the effective operation of the Department/Unit. Ensure accurate record keeping. Regularly review and amend all documentation for accuracy and relevance. • Handle/resolve daily issues, concerns and grievances of assigned employees. • Promote a culture which reflects the organization's values, a positive work environment, encourages high performance and continuous improvement which values learning and a commitment to quality, employee engagement and rewards productivity. • Makes budgetary recommendations to functional Manager and monitors expenditures against approved budget.

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 Senior Sponsorship Management Executive 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

SENIOR SPONSORSHIP MANAGEMENT EXECUTIVE P4 - Level III

Academic/Professional Qualifications

- Bachelor's Degree in marketing, management or business administration **OR** equivalent professional qualification in related discipline.
- Part qualified or willingness to study for required qualification may be considered

Practical Experience

- Minimum 5 years working experience in a similar role.
- Practical sponsorship account management/activation experience.
- Experience with managing sponsor contracts.
- Working independently and/or part of a team in a high pressure environment
- Experience working within a professional sporting environment would be advantageous
- Experience of working with event organisers and local or regional sports associations.
- Project management experience with clear evidence of delivery within structured timelines

Technical Knowledge/Skills/Competency:

- Broad understanding of the business.
- Fully skilled/competent
 - Management & Supervisory skills
 - Excellent written & verbal communication skills
 - Strong planning and organising skills with attention to detail
 - Ability to prioritise, organise and manage a diverse and complex workload and to work under pressure
 - Problem solving and analytical skills
 - Persuasiveness/Influence
 - Customer orientation with a positive "can do" approach
 - Ability to anticipate client needs, respond appropriately to all client's queries and from time-to-time push back or seek alternative solutions.
 - Ability to form sound relationships with major partners and build trust/rapport.
 - Project Management skills
 - A good general knowledge of brand marketing
 - High degree of computer literacy – specifically Microsoft Office Suite and Project Management

Level of Supervision & Decision Making Authority

- Managed by results, achievement of objectives.
- Has the full authority to act within the scope of the job role. Authority to decide what to do and how to do it given the organisational resources

Supervisory Responsibility & Authority

- Identify and lead the process to engage suppliers/external consultants in accordance with organisational policies and procedures.
- Supervise external suppliers/consultants as required.
- Evaluate the delivery of services by external consultants/suppliers

Budgetary Responsibility

- Responsible for preparing and monitoring budget within the scope of the role.
- Requisition office supplies obtaining the authorized signatures.
- Responsible for negotiating with suppliers to agree rates, terms & conditions. Make recommendations for inclusion on the WICB preferred supplier list.

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 _____