

VACANCY MANAGER – DIGITAL PRODUCTS

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 Manager – Digital Products for our Digital team, based at the ICC headquarters in Dubai, UAE. The Manager – Digital Products will be responsible to manage the development and implementation of the ICC's digital products including its websites, native mobile apps, content management system and suite of sponsor activations that sit on ICC digital platforms. The role will provide technical expertise, innovative direction, and best in class project management to ensure product excellence and integration in line with the ICC's digital strategy. The role will report into the Senior Manager – Digital Products and will be the primary point of contact for managing a world class product experience to hundreds of millions of cricket fans across the world.

Principal Accountabilities

Responsibilities of the Manager – Digital Products include but are not limited to the following:

- Gathering and drafting of organisational technical and operational digital requirements for the wider business needs
- Developing product roadmaps for all existing and potential future platforms including the ICC and its tournament websites, mobile applications and content management systems
- Manage the day-to-day relationship with the external product development, design, UX, research and project teams
- Budget management – ensuring projects are delivered within budget and on time
- Ensure the tracking and measurement of all KPIs
- Oversee the creation of wireframes, user journeys and product specifications
- Work with website and app development vendors to prioritise feature development through agile processes such as sprint planning and backlog grooming
- Provide industry best practice advice to digital team on digital design, website, mobile and app development capabilities and features

Knowledge, Skills, Attitude and Experience

- Minimum 6+ years working in a digital product environment
- Demonstrable management of delivering high performing, highly trafficked, complex digital products
- Experience in turning business objectives into digital development strategies, and achieving measurable outcomes
- Experience of delivering global app builds across a range of mobile operating systems
- Proficient understanding of fan data and how to drive audience engagement through implicit / explicit personalisation strategies
- Understanding of technical and consumer trends and how they impact the ICC's product roadmap
- Experience managing third-party vendors across overlapping projects with competing timescales and priorities
- Experience working with agile development processes
- Experience in delivering complex data projects across platforms and vendors

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- Previous experience of defining product, marketing and/or commercial strategies, briefing vendors and having end-to-end product management accountability
- Previous experience of implementing digital change across a complex organisation
- Good understanding of the UI / UX best practices and how they impact product performance
- Ability to develop commercial business cases, outlining business benefits, for digital projects
- Experience working on an OTT streaming product is desirable
- Ability to interpret technical projects into clear terminology to be able to present to a team of non-technical stakeholders
- Proven at influencing senior management and executive levels
- Deep understanding of cricket and the unique nature of the sport is highly desirable
- Capacity to focus, be creative and prioritise in order to deliver high quality projects on time and on budget

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 Thursday, 08 April 2021. Due to the overwhelming number of quality applicants, only shortlisted candidates will be contacted.