

VACANCY MANAGER – DIGITAL COLLECTIBLES (NFTS)

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 Collectibles to join our digital team and work with key ICC partners to drive product development and growth across a line of game-changing digital experiences for cricket fans. Based at the ICC headquarters in Dubai, UAE, the role will report to the Head of Digital and be responsible for working with our official Digital Collectibles Partner to deliver the next phase of cricket fandom.

Our ideal candidate will have at least 4 years' experience in Digital Product Management or Account Management, a fan-first mindset, creative flare, and a pragmatic style and process. 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 Collectibles is responsible for ensuring the success of the ICC digital collectibles program through activities such as:

- Driving collaboration between the ICC and our Partner to create and promote a world class, highly engaging Collectibles platform and product
- Ensuring all elements of the program are delivered at a world class level, including all elements of product design, marketing, content, etc.
- Developing strategies that help the ICC find new opportunities among emerging technologies, especially in the blockchain space, to evolve the nature of cricket fandom and create new revenue streams
- Balancing pragmatism with breaking the mould, helping the ICC and our Partner cultivate novel approaches, and incorporate lateral thinking into the Official Digital Collectibles Program and fan experience;
- Through market research, product results and whitespace analysis, working with the ICC and our Partner to identify new opportunities;
- Continually engaging with our leadership, our Partner and the broader ICC team as the "voice of the Digital Collectables Program and its fans", identifying opportunities and signalling issues early; and
- Through thoughtful research and analysis, getting out in front of ICC, Partner and fans needs, helping to define important and unmet needs with the Partner delivery team.
- Management of all required approvals relating to ICC intellectual property rights;
- Proactive monitoring, management and reporting of ICC obligations to our Partner, including working with our Partner and the ICC Team to develop and deliver bespoke content;
- Liaising with relevant ICC departments to ensure alignment with ICC strategy;
- Ensuring ICC meets all relevant timelines and deadlines;
- Monitoring compliance by our Partner with their obligations and responsibilities;

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- Working with ICC and the Partner on marketing campaigns in relation to the Official Digital Collectibles program, including the delivery of weekly promotion and content;
- Reporting to ICC on key metrics relating to the Official Digital Collectibles Program;
- Working with our Partner and the ICC Team to shepherd refinements and extensions of the scope of the Official Digital Collectibles Program into ticketing, gaming, loyalty and reward; and
- Other related tasks and research in relation to NFTs, blockchain and digital collectibles.

Knowledge, Skills, Attitude and Experience

- Minimum 4+ years working in one of the marketing/licencing/technology/sports management industries
- Experience managing diverse stakeholders to deliver new products
- Familiarity with the sports rights space, in particular the use of player and team intellectual property
- Experience of working on new product launches
- Knowledge and passion for cricket and cricket fans would be an asset
- Experience managing third party vendors to deliver strategic outcomes
- Strong stakeholder manager both internally and externally
- Strategic understanding of using organic marketing to deliver outstanding direct to customer sales
- Evidence of understanding how to work with digital product teams to create compelling user experiences
- Ability to work under pressure and meet deadlines.
- Cricket happens all over the world at all times of the day, so some work after hours and on weekends is to be expected You get things done and are motivated by a passion for being the best at what you do.
- You embrace turning ambiguity and opportunity into great products and are a proactive self-starter, driven by ideas, actions and outcomes.
- You thrive when collaborating within a team and excel in synthesizing sometimes competing inputs.
- You are creative, yet organized and methodical, taking on new challenges with zest and a can-do mindset.

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 13, January 2022. Due to the overwhelming number of quality applicants, only shortlisted candidates will be contacted.