



Media and Communications Manager Candidate Brief

BACKGROUND

Cricket Ireland is the governing body for the game at both performance and participation levels throughout All-Ireland, representing the interests of both the men's and women's game. The future of Irish cricket is incredibly bright given the growth of the sport driven by significant success on the international stage in the last decade leading to an unprecedented visibility for Irish cricket at home and abroad.

Our emergence as a sport of national significance will only grow following the recent elevation of Cricket Ireland to ICC Full Membership and Test Status and a major revamp of international cricket structures that will see Ireland playing all three formats of the game at the highest level for the foreseeable future.

POST TITLE

Media and Communications Manager

ROLE AND PURPOSE OF THE POSITION

The Cricket Ireland Media and Communications Manager will be responsible for the development, co-ordination and management of a results driven, measurable communications strategy and programme. The role will work across the entire spectrum of cricket in Ireland, through the effective management of a robust communications plan. This position requires a successful balance of the communications demands of a national sporting body together with the media demands of professional cricket teams of National and International standing.

REPORTING TO:

Chief Executive

WORKING RELATIONSHIPS

- 🌐 Chief Executive
- 🌐 Chairman
- 🌐 Senior Management Team
- 🌐 Cricket Ireland Sub Committee Chairpersons
- 🌐 Men's and Women's Head Coaches
- 🌐 Men's and Women's Team Operations Managers
- 🌐 Commercial and Marketing staff
- 🌐 Provincial Union General Managers and Chairmen

KEY QUALITIES

- 🌐 Significant experience in a communications role with a national/international organisation
- 🌐 Skilled communicator with proven and demonstrable experience of working with a wide range of media

- ④ An established track record in the development and implementation of communications strategy, including in the new media sector, for a national/international organisation
- ④ Expertise and confidence to develop and deliver communications strategies and programmes to diverse groups including other cricket and sporting organisations, Government and Government departments and Cricket Ireland stakeholders and commercial partners
- ④ An ability to provide strategic leadership and to demonstrate excellent interpersonal skills
- ④ Strong organisational skills incorporating excellent attention to detail
- ④ A 'Digital Native'
- ④ A very good knowledge of the game of cricket is desirable
- ④ A good knowledge of the cricket landscape in Ireland and internationally, together with a broad interest in sport would be a distinct advantage
- ④ The facility to work flexible hours, as dictated by a sport which is largely leisure/volunteer based, and the capacity to travel overseas as required
- ④ The ability to work well under pressure and to deadlines

KEY RESPONSIBILITIES

- ④ To lead the development and implementation of Cricket Ireland's communications strategy to support Cricket Ireland's key objectives, as contained in its current Strategic Plan 2016-2020 – 'Making Cricket Mainstream'
- ④ To design and advise on all key messaging across all sectors of Irish Cricket
- ④ To further develop and implement clear lines of communication between Cricket Ireland and its stakeholders
- ④ To direct and manage media relations on behalf of Cricket Ireland across the entire media spectrum; while particular focus obviously applies to cricket and sports correspondents there is also a need to develop and manage communications with Business, Political, Lifestyle and Consumer correspondents, engaging across all levels such as editors, journalists, tv and radio presenters and producers, photo editors etc.
- ④ To provide ongoing strategic communications and Public Affairs advice to CI Executives
- ④ To direct and co-ordinate communications programmes around the Senior Ireland Men's and Women's squads, including the provision of strategic communications counsel to the squad's management team
- ④ To act as Squad Media Manager as appropriate for major ICC events
- ④ Manage media arrangements prior to, and during, Cricket Ireland events such as matches, media days, press conferences
- ④ To act as 'on-duty' Media Manager for all men's home Test, One-Day International and International Twenty20 matches, managing cricket media and coordinating player and support staff interviews
- ④ To oversee communications programmes around all other national squads at senior and youth level
- ④ To develop and direct a consistent internal communications programme for Cricket Ireland's staff
- ④ To develop and manage a consistent communications programme between Cricket Ireland and its constituent provincial unions
- ④ Developing media and communications templates and tools to support the provincial unions and clubs

- ④ To co-ordinate the future direction, ongoing development and management of Cricket Ireland's existing, extensive Digital and Social Media communications programme, so as to maximise its potential including growth plans, communications strategy, developing content and editorial resources
- ④ To develop communications training programmes for key Cricket Ireland executive team members and committee members
- ④ To develop and implement goals and measurement criteria for individual communications programmes
- ④ Manage production of all Cricket Ireland publications e.g. brochures, match programmes etc.
- ④ Provide media advice and assistance to players and key stakeholders as and when required
- ④ Act as Cricket Ireland spokesperson and manage interview requests with other appropriate spokespersons.
- ④ Write and distribute media releases as necessary
- ④ Responsible for the maintenance and ongoing updating of media contacts database
- ④ Any other tasks relevant to the role

REMUNERATION

- ④ The package will include a salary and benefits commensurate with qualifications and experience

PROCESS

- ④ The closing date for applications will be **Midday, November 27th, 2017**
- ④ Letters of application and full CVs should be sent by email to recruitment@cricketireland.ie and will be confidential
- ④ Preliminary interviews will be held on **Thursday 30th November**
- ④ Role due to commence in **January 2018**