

Marketing Manager – Mumbai Cricket Association

Job Summary

The Marketing Manager is responsible for developing and executing marketing strategies to promote the cricket association, increase fan engagement, attract sponsorships, and enhance the association's brand visibility. This role requires a deep understanding of sports marketing, digital media, event promotion, and stakeholder engagement.

Key Responsibilities

1. Marketing Strategy & Brand Development

- Develop and implement comprehensive marketing plans to enhance the association's brand and engagement.
- Identify target audiences and create tailored marketing campaigns.
- Maintain brand consistency across all communication channels.

2. Sponsorship & Partnerships

- Identify and secure sponsorship opportunities.
- Build and maintain strong relationships with sponsors, ensuring maximum brand exposure.
- Develop sponsorship activation plans to deliver value to partners.

3. Digital & Social Media Marketing

- Manage social media platforms, website, and digital campaigns to increase fan engagement.
- Create and execute content strategies, including videos, graphics, and match-day updates.
- Monitor analytics and adjust strategies based on performance insights.

4. Event Promotion & Fan Engagement

- Plan and execute promotional campaigns for domestic and international cricket events.
- Develop fan engagement initiatives, loyalty programs, and grassroots marketing efforts.
- Organize press conferences, media interactions, and public relations activities.

5. Revenue Generation & Merchandising

- Develop merchandise strategies to increase sales and brand visibility.
- Explore new revenue streams through innovative marketing initiatives.
- Collaborate with ticketing teams to boost attendance and ticket sales.

Key Skills & Competencies

- Strong knowledge of sports marketing, particularly in cricket.
- Expertise in digital marketing, social media management, and sponsorship sales.
- Excellent communication, negotiation, and presentation skills.
- Ability to work in a fast-paced environment and manage multiple projects.
- Creative mindset with an analytical approach to marketing performance.

Qualifications & Experience

- Master's degree in Marketing, Business Administration, Sports Management, or a related field.
- 5+ years of experience in sports marketing, event promotion, or sponsorship management.
- Proven track record of successful marketing campaigns in the sports industry.
- Experience working with cricket teams, associations, or leagues is an advantage.