

Hiring company:	American Cricket Enterprises (dba Major League Cricket)
Position/title:	Director of Marketing, reporting to the company founders
Location:	Bay Area, CA (can work remotely in the interim)
Hiring company description:	<p>American Cricket Enterprises (dba Major League Cricket) has recently partnered exclusively with USA Cricket, the National Governing body for the sport of cricket in the USA, to launch a world-class professional T20 Cricket league in the US.</p> <p>https://www.forbes.com/sites/tristanlavalette/2019/05/24/how-a-1-billion-investment-into-american-cricket-will-kick-start-a-professional-u-s-t20-league/?sh=1a3ebba43ba3.</p> <p>Cricket is the 2nd most popular sport in the world and currently has no professional presence in the U.S., the world's #1 sports media market. USA Cricket and Major League Cricket are working to elevate the game of cricket in the U.S. to a world-class international standing, which will see the launch of Major and Minor League Cricket competitions, professional cricket stadiums constructed, top international players recruited, and development of elite youth academies across the country.</p> <p>Major League Cricket has attracted significant investment from leading investors and VC firms from the Bay Area and across the U.S. and is now looking to rapidly scale to launch the Major League in mid-2022.</p>
Job Description:	<p>As the Director of Marketing and the company's first marketing hire, you will be responsible for the development and execution of our marketing strategy across all key areas, including Major and Minor League Cricket, academies, player recruiting, and infrastructure developments.</p> <p>In this role you will utilize your deep expertise of the sports industry to develop a comprehensive marketing strategy for the business. You will work with a wide range of key stakeholders to execute on this strategy through campaigns, communications, and partnerships to bring the Major League Cricket brand to life across the U.S., as well as internationally. You will drive engagement and growth within our primary target audiences, as well as promote and grow the brand, and the sport of cricket, in non-traditional audiences.</p> <p>Execution of this strategy will involve a hands-on approach in building and managing the brand, setting up and managing our digital / social presences, and working closely with key stakeholders (such as team owners and media outlets) on our PR and communications plans.</p>
Responsibilities:	<ul style="list-style-type: none"> • Work with key stakeholders to develop a comprehensive marketing strategy for all pillars of the business • Manage marketing budget, setting allocations across partnerships, branding, data insights, and external agencies • Liaise with external agencies in executing the marketing strategy across all Major League Cricket assets and channels • Work collaboratively with media outlets to ensure optimum exposure for the Major League Cricket brand • Coordinate and own the digital / social media presence of Major League Cricket, including content development

	<ul style="list-style-type: none"> • Communicate and collaborate with players and teams on major content campaigns • Develop the communication plan and cadence for all media releases for target audiences • Develop and manage the brand partnerships for Major League Cricket • Help build out a strong and capable marketing team
<p>Qualifications:</p>	<ul style="list-style-type: none"> • Education: BA/BS degree preferred • Experience in the sports industry or at a startup is preferred • Experience hiring a team and managing direct reports • 5+ years marketing experience, with hands-on technical knowledge across broad range of marketing tools (SEO, social, web, email, etc.) • Experience creating content for social media (Instagram, Facebook, Twitter, and TikTok) and knowledge of available software for content creation • Experience in building new brands and a strong 'start-up mentality' • Experience with creative / media agencies • Experience working with media and developing communication plans • Experience identifying sponsorships and activating around sponsor objectives • Proven track record of working with a broad range of stakeholders to deliver tangible results that drive value to the business • Experience in setting up and running successful campaigns across multiple channels • Highly self-motivated with strong problem solving skills • Strong analytical capabilities • Strong network in the sports industry preferred
<p>American Cricket Enterprises (dba Major League Cricket) is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.</p>	