



Fan Product Officer, Cricket West Indies

Background

Cricket West Indies, which is headquartered in Antigua, is the governing body responsible for cricket in the West Indies. Its mission is to manage, develop and promote cricket to the benefit and enjoyment of the West Indian people and the world.

The Role

Reporting to the Manager, Digital Marketing, the Fan Product Officer will provide day-to-day oversight of the fan website and other digital properties - including content management systems, NFTs (Non-Fungible Tokens), fan membership, ticketing, merchandise, single sign on and archive footage management. The successful candidate will also be responsible for the data analysis of all CWI's digital products and will support the Digital Marketing Manager in developing new proprietary platforms to increase fan engagement and grow commercial revenue streams.

Key Areas of Responsibility

1. Product Planning & Launch.
2. Archive & Media Management.
3. Usability & UX Testing.
4. Web & Content Management.
5. Budgeting & Financial Coordination.
6. Data Analytics.

Skills and Experience Required

Academic/Professional Qualifications

- Bachelor's Degree in Marketing, Project Management, Data Analytics or related field.
- Professional Certification in Digital Marketing or Web development would be an asset.

Practical Experience

- Minimum 3 years' proven digital product/digital marketing experience working with websites, apps, content management systems in sports or related industry.
- Experience and success in:
 - Improving user experience and user engagement to enhance engagement and increase revenues.
 - Developing and refining digital platforms.

- Data Analytics.

Knowledge/Skills/Competencies

- Knowledge
 - Website management using CMS.
 - Executing road maps for digital products.
 - Data analytics tools.
 - HTML, CSS and JavaScript.
- Skills
 - Strong analytical skills and data-driven thinking.
 - Creative problem-solving skills.
 - Strong planning, organisation and execution skills.
 - Meticulous and accurate with a strong eye for detail.
 - Competent in use of current Microsoft Office Suite products and in particular Word, Excel, PowerPoint, Project.

Applications

For a detailed job description, please visit www.windiescricket.com.

Please send your curriculum vitae with a cover letter by 20 March 2023 to:

Email: recruitment@cricketwestindies.org

Please note that only shortlisted candidates will be contacted.