

Manager Brand and Marketing, PSL

Requirements

- Minimum 3 years of relevant marketing and brand management experience
- Minimum Bachelor's degree (with preference for Masters/MBA)
- Possess creative and analytical skills, and works well in a cross-functional team across a matrix organization
- Experience in growing brands through conventional and social media marketing
- Experience in developing well-rounded marketing plans and strategies that cover conventional and digital mediums
- Experience developing and executing brand strategy and tactics
- Strong understanding of digital monetization and development of strategies that balance engagement, fan experience with meeting ambitious revenue targets
- Strong presentation skills
- High level of proficiency in Microsoft Office (Powerpoint, Excel) a must
- Experience working with marketing analytics and how to derive actionable insights
- A desire to be a part of a fast-paced, high energy, skilled team that have a passion for the PSL/T20 cricket and creating important connections between consumers and the PSL brand

Responsibilities

- Year-round brand development and promotion of the PSL brand;
- Co-develop innovative strategies for fan development, fan engagement and fan experience on traditional and non-digital platforms;
- Take lead in development of overall PSL Marketing strategy in line with new era sports marketing; with an emphasis on creatively growing fan engagement and efficient use of resources and budget
- Co-develop and deliver year-round digital program that aims to grow digital revenue streams;
- Develop and establish KPI's for PSL brand growth on traditional and digital platforms;
- Co-manage relationships with agencies and vendors across all media and marketing platforms;
- Co-manage relationships with leading digital platforms such as Facebook, Twitter, Instagram and TikTok;
- Identify product tools to better market and develop positive PR around the PSL brand year round.