



Cricket Tasmania Position Description

Position:	General Manager – Hobart Hurricanes
Department:	Marketing & Commercial
Manager:	CEO Cricket Tasmania
Direct Reports:	3
Role Purpose:	<p>To effectively lead and manage the Marketing and Commercial department, including overseeing the maximisation of the commercial portfolio of Cricket Tasmania, Hobart Hurricanes and Blundstone Arena.</p> <p>Responsible for leading the off field strategy and vision for the Hobart Hurricanes, including sponsorship, ticketing, hospitality, marketing and brand management.</p>
Document Date:	November 2018

Cricket Tasmania's Strategic Link(s) to This Position

- Innovative solutions to maximise long-term sustainable revenue to drive investment in the game

Key Responsibilities

Leadership, Culture and Governance

- Contribute to the Cricket Tasmania Executive team and overall management of Cricket Tasmania and its strategic objectives.
- Develop and direct the appropriate Board sub-committees and working groups to assist in the achievement of the result areas.
- Report to Cricket Tasmania Board of Directors at monthly meetings and develop departmental Board reports.
- Lead, manage and develop the Marketing and Commercial team to increase their output and efficiency.
- Drive the relationship between Cricket Australia and the Hobart Hurricanes across the BBL, marketing, communication and commercial
- Develop and manage the Marketing and Commercial budgets for the Hobart Hurricanes and Cricket Tasmania

Hobart Hurricanes

- Development and execution of the Hobart Hurricanes business strategy
- Work collaboratively with the General Manager - High Performance and General Manager – Events and Operations to drive the desired strategic and operational outcomes for the Hobart Hurricanes
- Successfully lead and manage all the off-field operations of the BBL and WBBL Hurricanes including but not limited to:
 - Growing key revenue streams and performance metrics including attendance, membership, sponsorship and fan engagement
 - Maximising the 'match day experience' for members, fans in consultation with the General Manager Events and Operations

- Developing and managing commercial partners through effective planning and execution
- Creating, marketing and selling a compelling offer through innovation and use of digital assets to drive engagement with the brand
- Adhering to all BBL and WBBL Commercial and operational guidelines
- Developing and maintaining strong working relationships with BBL Administration and the Australian Cricket network
- Supporting an innovative, forward thinking and inclusive culture

Marketing and Brand Management

- Oversee the development and implementation of the marketing and brand strategy across Cricket Tasmania, Hobart Hurricanes and Blundstone Arena.
- Position the Hobart Hurricanes as a family friendly product Tasmania in terms of fan passion, event presentation and community engagement
- Oversee the management of all annual marketing campaigns across the Cricket Tasmania, Hobart Hurricanes and Blundstone Arena.

Commercial Sales and Sponsorship

- Manage the sales and return on investment of all key partnerships at Cricket Tasmania including the achievement of specific revenue growth targets
- Attract financial investment to Cricket Tasmania and Blundstone Arena through the organisation's key assets, namely sponsorships, events and membership.
- Lead the preparation of the Hurricanes and Commercial budget for each financial year and develop and execute an overarching departmental plan for success.
- Work co-operatively with the Venue Operations Department to ensure the smooth delivery of events and functions at Blundstone Arena.

Membership

- Oversee the planning, coordination and execution of Cricket Tasmania's membership program from membership renewal process, year round member events and match day membership processes

Key Stakeholders

- Cricket Tasmania CEO and General Management Team
- Cricket Tasmania Board and sub committees
- Marketing Commercial team
- Sponsors and Corporate partners
- Fans and community stakeholders
- Cricket Australia/Big Bash League
- State Cricket Associations

Child Protection

It is your duty to comply with Cricket Tasmania Child Safety Standards which are designed to protect the welfare of children involved in the sport of cricket. As part of your duty, you must recognise that children need special care and attention that you will provide as you will be committed to protecting and prioritising the safety of children.

Governance

Cricket Tasmania is committed to managing risk in accordance with the processes established under its Risk Management Framework. To deliver on this commitment, you are required to be responsible and accountable for managing risk in so far as is reasonably practicable within your area of responsibility. You must at all times

support the development, implementation and review of risk control and mitigation strategies and otherwise act in accordance with Cricket Tasmania’s Risk Appetite level, as determined by the Board.

Duties under Workplace Health and Safety Requirements

It’s your duty to comply with the Cricket Tasmania policies and procedures which are designed to protect your health and safety at work. As part of this duty, you must comply with all reasonable instructions from managers in relation to health and safety issues at work. This means participating in workplace health and safety training and consultation, cooperating with Cricket Tasmania as required ensuring compliance with the law and reporting any incidents, hazards and near misses.

People & Culture

- Adopt a holistic view to the on-going success of Cricket Tasmania and achievement of strategic objectives
- Promote and strive for the desired culture, values and behaviours amongst Cricket Tasmania employees and related groups
- Increase your capabilities in areas required to achieve desired outcomes by undertaking specific training and personal development programs
- Ensure adherence to the policies and procedures put in place by Cricket Tasmania, including but not limited to Workplace Health and Safety, Human Resources and Finance
- Ensure all relevant safety standards are maintained

How We Play – Key Behaviour Indicators



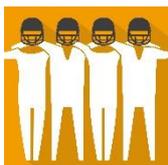
BE REAL
WE’RE REAL ABOUT CRICKET’S FUTURE
Show respect, talk straight.
Never be afraid to challenge or be challenged.



SMASH THE BOUNDARIES
GO FOR IT...CHANGE THE WORLD
Innovate. Be comfortable being uncomfortable.
Challenge the status quo without fear of failure.



MAKE EVERY BALL COUNT
BE RELENTLESS... PLAY TO WIN
Do what you say. Deliver.
Make Decisions.



STRONGER TOGETHER
GO FURTHER... COLLABORATE.
Embrace diversity. Listen. Customer’s voice 1st.
Do what’s best for cricket.

Key Position Requirements

Essential

- Significant experience in marketing, sales and business development

- Well-developed people management and leadership competencies
- Operational experience in a dynamic, high pressure environment
- Experience in the sports industry (highly preferred)

Desired Skills and Attributes

- Ability to 'think big' and innovate
- Strong Commercial acumen
- Results/target driven
- Demonstrated senior marketing expertise
- Effective Analysis and problem solving
- High degree of Resilience and energy management skills
- Strong verbal and written communication skills
- Ability to manage and lead through conflicting strategic priorities
- Fan focused approach
- Team Player

Qualifications (if required)

- Degree level qualification in business and or marketing.

Acknowledgement

The list of key responsibilities and key results areas herein are not intended to be all inclusive and may include additional responsibilities as required and assigned.