



**Position Title:** Manager, Communications and Media Relations

**Department:** Marketing and Communications

**Reports To:** VP, Marketing

**Hours:** Full-time (Exempt position)

**Company Overview:**

Major League Cricket (MLC), which is exclusively sanctioned by USA Cricket, represents the most ambitious and transformational venture ever undertaken in the American cricket landscape. Focused on staging world class Twenty20 cricket for American cricket fans, MLC will feature top players from around the globe and provide a stage for domestic cricketers to showcase their talents to a global audience. MLC is developing cricketing infrastructure including international quality stadiums, elite youth academies, and high-grade training facilities. In parallel, MLC is also establishing high-performance pathways to create a deep talent pool of players to feed Major and Minor League Cricket (MiLC).

**Position Summary:**

The Manager of Communications and Media Relations is responsible for driving earned media coverage of MLC and its properties in key markets, developing communications strategy/content and liaising with teams to support and amplify franchise activities. The Manager of Communications and Media Relations will focus on building the profile of Major and Minor League Cricket through earned media channels, delivering internal and external communications and managing media relations including onsite at events.

The role reports to and works closely with the Vice President of Marketing to build and execute the overall communications plan across Major and Minor League Cricket channels.

**Responsibilities:**

- Collaborate with the Vice-President of Marketing to develop and execute a comprehensive and proactive communications and media relations strategy for the league and its properties.
- Drive media coverage for the league and its properties through existing and newly established relationships with outlets at the local, national and global levels.
- Secure lead up stories and onsite media coverage for MLC events and matches, with a strong initial focus on the Texas market.
- Serve as the primary point of contact for local media outlets in league markets.
- Draft and distribute MLC/MiLC communications, including press releases and press kits for league and team announcements.
- Act as liaison with MLC/MiLC franchises on official team announcements and ensure stories are posted in a timely fashion to amplify the club's activation.

- Create and distribute internal communications to MLC/MiLC teams to facilitate consistent messaging between the league and teams and ensure awareness of upcoming news from the league.
- Schedule and plan press conference events and PR announcements.
- Write and edit content for the MLC/MiLC website, including feature stories, game recaps and photo galleries.
- Plan, write and execute key informational content for the league website, media guide and game notes.
- Write and edit fan newsletters.
- Track, analyze and report on KPIs for media coverage and share of voice.
- Provide media impact reports for MLC internal reporting and partners as needed.
- Manage onsite media center at MLC matches to create a first-class working environment for media.
- Serve as needed as a secondary spokesperson for the league.
- Other duties as assigned.

**Qualifications:**

- Strong understanding of sports media landscape, including global cricket media and national/local sports media.
- Proven ability to earn media coverage for a brand across various platforms.
- Outstanding verbal and written communications skills.
- Strong project management skills and attention to detail.
- Ability to work in a fast-paced environment while collaborating with team members.
- Strong organizational skills required to multitask, develop timelines, and meet deadlines.
- Proficiency in Microsoft Office and experience with media database platform.
- 3+ years of experience in Communications role or equivalent.