



THE HYDERABAD CRICKET ASSOCIATION

(Affiliated to the board of Control Cricket in India)

Profile: Marketing Manager – Hyderabad Cricket Association

Position Overview

The Marketing Manager at HCA is responsible for developing and executing marketing strategies that enhance the visibility of Hyderabad cricket, strengthen fan engagement, and maximize sponsorship and revenue opportunities. This role bridges cricket operations with commercial growth, ensuring that HCA's brand resonates locally, nationally, and globally.

Key Responsibilities

- **Brand Management**
 - Build and maintain HCA's brand identity across all platforms.
 - Develop campaigns that highlight tournaments, players, and grassroots cricket initiatives.
- **Sponsorship & Partnerships**
 - Identify, negotiate, and manage sponsorship deals with corporate partners.
 - Create value-driven proposals and ensure sponsor satisfaction through activations.
- **Digital & Media Strategy**
 - Oversee social media, website, and digital campaigns to engage fans.
 - Coordinate with broadcasters, press, and influencers for maximum coverage.
- **Event Marketing**
 - Design promotional strategies for IPL matches, TG20 League, Ranji Trophy, and local tournaments.
 - Drive ticket sales, merchandising, and fan experiences at Rajiv Gandhi International Cricket Stadium.
- **Community Engagement**
 - Promote cricket development programs in collaboration with Telangana Cricket Association (TCA).
 - Organize outreach campaigns in schools, colleges, and districts.

Rajiv Gandhi International Cricket Stadium, Uppal, Hyderabad - 500 039 Telangana State

E-mail: hycricket@rediffmail.com, website: www.hycricket.org

Estd. 1934



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- **Market Research & Analytics**
 - Monitor fan trends, ticketing data, and sponsorship ROI.
 - Provide insights to the Apex Council and CEO for strategic decisions.

Qualifications & Experience

- Bachelor's/Master's degree in Marketing, Business Administration, or Sports Management.
- 7–10 years of experience in marketing, preferably in sports, entertainment, or media.
- Proven track record in sponsorship acquisition and fan engagement campaigns.
- Strong digital marketing and communication skills.

Skills & Competencies

- Creative storytelling and brand-building ability.
- Excellent negotiation and relationship management skills.
- Proficiency in digital tools, CRM, and analytics platforms.
- Passion for cricket and understanding of sports marketing dynamics.

Reporting:

- The selected shall report to the Chief Executive Officer (CEO)-HCA

Issued by:

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