MARYLEBONE CRICKET CLUB (MCC) JOB PROFILE

Retail Product & Development Manager

Department: Retail & Tours  
Reporting to: Head of Retail & Tours  
Contract: Permanent

DIMENSIONS OF ROLE

Hours: 09.00 to 17.00, Monday to Friday (inclusive), including one-hour unpaid lunch on each day worked; making a total of 35 working hours per week.

KEY PURPOSE OF ROLE

- Develop focused ranges of merchandise for MCC, Lord’s and other IP including Ashes Urn, Father Time and Middlesex Cricket.

- Be the strategic lead for the Retail Department in developing and effecting an e-commerce and marketing strategy.

- Review and implement business change to the online operation as appropriate.

- Ensure the smooth transition from product conception through to sale.

- Represent MCC in the highest regard, acting with dignity, courtesy, and respect and in line with our brand values of being Smart, Attentive and Original.

KEY TASKS AND ACCOUNTABILITIES

- Identify opportunities and develop MCC, Lord’s, Ashes Urn, Father Time (own IP) and Middlesex Cricket branded merchandise, that will be promoted and distributed through current and new retail channels.

- Develop MCC and Lord’s seasonal ranges that suit both the match, and non-match Day customer.

- Work closely with the brand team to ensure merchandise sits within new guidelines and present items for sign-off to the Assistant Secretary (Commercial).

- Progress the ethical origination and production of branded merchandise with key suppliers, ensuring launch dates are met while maximising commercial potential.

- Be responsible for the strategic development and refinement of the long-term e-commerce plan and growing the international side of MCC’s retail business.

- Develop and implement a retail marketing strategy with the Head of Retail & Tours and Marketing Department.

- Feed into potential Licensing development, both nationally and internationally.

- Work collaboratively with the Retail Operations team to support and lead on non-Match and Match-Days.

- In conjunction with other departments to review MCC’s Retail business, including online operation, systems, platforms and processes.

- Work collaboratively with other departments such as Membership, the Cricket Office, Club Facilities etc to ensure successful product delivery.

This job profile is not an exhaustive or definitive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks and duties of the jobholder might differ from those outlined in the job profile and duties might be amended as the job evolves in light of the needs of the business and/or at the discretion of management.
VARIATIONS OF JOB RELATING TO MAJOR MATCHES

- Attendance at all Major-Match Days, including weekends, as required
- Any other duties as required whether in the Department or elsewhere around the Ground

VALUES AND BEHAVIOURS

SMART
- We make informed decisions
- We cut out inefficiency and complexity
- We ensure that everything we do looks, sounds, and feels high quality

ATTENTIVE
- We are welcoming hosts to people of all cultures and backgrounds
- We pride ourselves on impeccable manners
- We work with other organisations for the good of the game

ORIGINAL
- We set our own high standards
- We constantly seek out better ways of working
- We encourage people to be imaginative in their work

HEALTH AND SAFETY

- At all times be responsible for the safety of yourself and others through adherence to MCC (and legal) safety rules and procedures
- To report any unsafe practices, equipment, or circumstances as appropriate
- Comply fully with relevant security policies and procedures
- Be familiar with fire procedures and evacuation procedures and be prepared to operate when/if trained as a Fire Warden

PERSON SPECIFICATIONS, SKILLS AND QUALIFICATIONS

- Proven experience within the retail industry and marketplace
- Demonstratable ability to think strategically and set out clear plans for execution/delivery
- Experience developing and launching premium branded products
- Marketing knowledge and extensive e-commerce experience
- Business change experience
- Strong customer focus, with the ability to achieve and maintain an exceptional level of service
- Collaborative approach and able to work across numerous areas of the operation
- Ability to forge and maintain close working relationships with customers and other groups within MCC.
- Ability to engage with others at all levels
- Strong working knowledge of Microsoft Office including Word, Excel, Outlook, and PowerPoint
- Outstanding attention to detail and a conscientious, professional approach
- Excellent written and oral communication skills
- Self-motivated and ability to use initiative
- Tact, discretion, and the ability to work quickly under pressure
- High standard of personal presentation
- Flexibility with respect to working hours

Written by: Tarah Cunynghame
Date: September 2021

WORKING AT MCC

Gym  Canteen  Pension  Flexible Hours  Tickets  Maternity  Health Insurance  Cycle to Work  Holiday

Marylebone Cricket Club