

BOARD ROLES AND RESPONSIBILITIES

DIRECTOR – COMMERCIAL & MARKETING

NATURE AND SCOPE:

The primary responsibility of a Company Director of Cricket Hong Kong Limited (“CHK”) is to consider, deliberate and act upon what is in the best interests of CHK and all its members and stakeholders, including:

- To be fully informed on organisational matters and to participate meaningfully in CHK Board deliberations on matters of governance, policy and strategy.
- To work closely with CHK executive management to develop and deliver the objectives set out in the CHK Strategic Plan.

All CHK Directors are expected to adhere to the principles of the *Cricket Hong Kong Board Support Framework*.

GENERAL BOARD RESPONSIBILITIES:

1. The Board of Directors act in the best interests of CHK at all times and provide vision, leadership and direction through the approval, adherence and monitoring of CHK’s Values, Mission Statement, Strategic Goals, Policies and Operational Plans.
 2. The Board meets regularly to provide strategic leadership, exercise effective control over the organisation, and monitor executive management and performance This also includes attending Committee, Working Group and other such meetings that may require the presence of a CHK Director or officer
 3. The Directors ensure that the Company is properly managed and that an appropriate balance is maintained between the respective roles of Board and Executive Management.
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4. The Board defines and promotes the CHK's role in the community by consulting all its stakeholders and informing these stakeholders and public in an open, transparent and accountable manner. In all interactions with the public, media, partners, sponsors and stakeholders, Directors represent the position and views of the Board, even if they differ from the Director's personal position or views.
5. It is the responsibility of all the Directors of CHK to:
 - a. Act in the utmost good faith,
 - b. Act in the best interests of CHK,
 - c. Act with the care, diligence and skill required of a company director.

SPECIFIC DUTIES:

In line with the CHK Strategic Plan ensure implementation of the following objectives:

The **Director – Commercial & Marketing** is responsible for contributing to the strategic objectives of CHK and overseeing all commercial and marketing matters of the CHK and its associated activities.

These include but are not limited to:

- Working with CHK Executive Management, identify potential new sources of income and funding opportunities for CHK, and develop a robust sponsorship programme for cricket including the National Squads, T20 Blitz, Sixes and similar international events.
- Develop the Cricket Hong Kong brand to be comparable with the T20 Blitz and Sixes brand to meet the strategic objectives of development across all areas of the game and the community. Identify the audiences that are key to the future growth of the game, and direct marketing activities appropriately.
- Develop a strategy for wider exposure of cricket in Hong Kong through full exploitation of appropriate media.
- Recommend improved communication systems and ensure that their effectiveness is in-line with the investment
- Guide and assist Executive Management with the development of the T20 Blitz, Sixes and CHK websites, ensuring that they provide the consumer with up-to-date and informative content in a user-friendly format. This will include the development of e-newsletters, and the investigation of alternative digital marketing initiatives.

- Assisting Management with marketing and maintaining a wide exposure of cricket to portray the game as vibrant, growing and an attractive mainstream sport in Hong Kong. This will reinforce all the Community and Development Cricket initiatives in terms of recruitment and retention of players, volunteers and other participants.
- Ensure that appropriate time and resources are used to develop improved communication systems and ensure that their effectiveness is in line with the investment.
- Attract increased sponsorship for member clubs with the assistance of the CHK Executive Management.