



## **GENERAL MANAGER CRICKET SWITZERLAND**

**Job Title:** General Manager

**Organization:** Cricket Switzerland

**Location:** Switzerland

**Reports to:** Board of Directors

**Commencement date:** 1st May 2026

**Applications close:** 6<sup>th</sup> April 2026

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### **Position Summary**

The General Manager (GM) of Cricket Switzerland is responsible for leading the strategic development and operational management of cricket nationwide. The GM will drive the organization's growth agenda, strengthen governance and partnerships, and oversee day-to-day operations in alignment with the Board's vision and international best practices.

This role requires a dynamic leader with strong strategic planning, stakeholder management, and sports administration expertise to grow cricket participation, performance standards, and commercial opportunities across Switzerland.

**Applicants must be eligible currently to live and work in Switzerland.**

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### **Key Responsibilities**

#### **1. Strategic Development & Leadership**

- Develop and implement a 3-year National Development Plan aligned with the mission of Cricket Switzerland and in coordination with the International Cricket Council and Swiss Olympic.
  - Identify growth opportunities for cricket participation (men, women, youth, and grassroots).
  - Lead national development initiatives, including member expansion, school programs, and regional outreach.
  - Advise the Board on policy, governance, and long-term sustainability strategies.
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#### **2. Operations Oversight**

- Ensure the effectiveness and management of cricket operations including all competitions, events, leagues, and national team logistics.
  - Ensure compliance with Swiss legal frameworks, international cricket regulations, and governance standards.
  - Oversee risk management, safeguarding, and integrity programs.
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#### **3. Financial Management & Sustainability**

- Secure funding through grants (including ICC development funding), sponsorships, media deals and partnerships.
- Identify new commercial and revenue-generating opportunities.

- Explore commercial opportunities such as leagues, broadcast rights, and merchandising.
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#### **4. Stakeholder & Relationship Management**

- Act as the primary operational liaison with the International Cricket Council and other international/national sports bodies.
  - Build strong relationships with clubs, regional associations, sponsors, government entities, and community partners.
  - Represent Cricket Switzerland at national and international forums.
  - Promote cricket through media, marketing, and public relations initiatives.
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#### **5. Marketing, Media & Fan Engagement**

- Drive initiatives to grow cricket's visibility and following.
  - Oversee digital strategy, branding, public relations, and content creation.
  - Promote national teams, leagues, and community events.
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#### **6. Infrastructure & Facilities Development**

- Work with authorities to develop or improve cricket grounds, indoor centers, and training facilities.
  - Ensure venues meet international standards for hosting tournaments.
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#### **7. Innovation & Growth**

- Identify new formats, competitions, and technology-driven opportunities (e.g., analytics, broadcasting upgrades).
  - Develop strategies to attract non-traditional cricket audiences, especially in multicultural European settings.
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#### **8. Office Administration & Record Keeping**

- Oversee the effective day-to-day administration of the national office.
  - Maintain accurate and up-to-date organizational records, including governance documents, policies, contracts, and statutory filings.
  - Ensure proper documentation and archiving of Board minutes, committee reports, and official correspondence.
  - Manage membership databases, club registrations, and player records in compliance with data protection regulations.
  - Implement document management systems to ensure accessibility, security, and continuity.
  - Coordinate internal communications and administrative support to the Board.
  - Ensure compliance with Swiss regulatory and reporting requirements, including timely submissions to relevant authorities and the International Cricket Council.
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#### **Key Qualifications & Experience**

- Tertiary qualifications in the business of sport or equivalent.
- Minimum 5–7 years' senior management experience, ideally within a sports federation or non-profit organization.
- Strong knowledge of cricket structures and international sports governance; direct experience in the business of cricket in Switzerland is an advantage.
- Proven strategic planning and execution capabilities.
- Demonstrated success in stakeholder engagement and partnership development.
- Excellent leadership, communication, and organizational skills.
- Fluency in English required; knowledge of German and/or French is an asset.

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**Key Competencies**

- Strategic thinking and innovation
- Operational excellence
- Leadership and team development
- Negotiation and influencing skills
- Cultural awareness and diplomacy
- Results-driven and accountable

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**Performance Indicators**

- Growth in registered players, clubs, and youth participation
- Successful implementation of the NDP
- Successful delivery of competitions and development programs
- Positive stakeholder and member satisfaction

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**Employment Terms**

- Eighty percent of full-time position based in Switzerland.
  - Competitive salary commensurate with experience.
  - Evening/weekend work and international travel required, as necessary, incorporated into working schedules.
  - Initial appointment for twelve months, possibility to extend.
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