

Career Opportunity Chief Marketing Officer (CMO)



Bangladesh
Cricket Board

Date: September 14, 2026

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The Bangladesh Cricket Board (BCB) is the governing body responsible for the administration, regulation, promotion and development of cricket in Bangladesh. BCB oversees the development of the game at all levels and represents Bangladesh cricket nationally and internationally. With an expanding cricket ecosystem and growing commercial opportunities, BCB remains committed to strengthening the sustainable development, professional management and global standing of Bangladesh cricket.

Position Title : Chief Marketing Officer (CMO)

Organization: Bangladesh Cricket Board (BCB).

Location: Dhaka, Bangladesh.

Report to: Chairman, Marketing and Commercial Committee, BCB and Chief Executive Officer (CEO), BCB

Employment Type: Contractual (Initially for a period of 02 (Two) years).

Position Overview :

The Chief Marketing Officer (CMO) will provide strategic leadership for BCB's marketing, brand management, sponsorship and commercial partnership functions. The position will be responsible for strengthening the BCB brand, enhancing fan engagement, developing strategic partnerships and **maximising the commercial value** of BCB's national teams, international series, domestic tournaments and **other cricketing properties**.

Key Responsibilities :

- Develop and implement BCB's long-term marketing, branding, sponsorship and fan-engagement strategies.
- Lead the marketing and promotion of Bangladesh national teams, international series, the Bangladesh Premier League and domestic competitions.
- Develop compelling sponsorship propositions and lead the acquisition, negotiation, activation and retention of commercial partnerships.
- Oversee the implementation and execution of sponsorship and other commercial agreements, ensuring the timely and effective delivery of all contractual rights and obligations.
- Strengthen BCB's brand identity and ensure its consistent application across all platforms, events, properties and stakeholder communications.
- Develop and implement digital marketing, audience-growth and fan-engagement initiatives across relevant platforms.
- Expand BCB's licensing, merchandising, retail and other brand-led commercial opportunities.
- Build and maintain strong professional relationships with sponsors, broadcasters, agencies, media organisations and other relevant stakeholders.
- Lead, manage and develop BCB's Marketing and Commercial team and establish clear objectives and performance standards.
- Prepare annual marketing plans and budgets and submit periodic performance reports to the relevant Committee(s), the Chief Executive Officer and the Board.

Qualifications & Experience:

- **Master's degree in Marketing**, Business Administration, Communications or a related discipline from a recognised university.
- **Minimum 10-12 years** of relevant professional experience, including **at least five (5) years in a senior leadership** position.
- Demonstrated experience in sports marketing, sponsorship acquisition and activation, brand management and fan engagement.
- Proven ability to negotiate, manage, implement and successfully execute high-value sponsorship and other commercial agreements.
- Strong understanding of digital marketing, media rights, licensing, merchandising and audience development.
- Experience in cricket, sports, entertainment, media, financial services or another major consumer-facing industry will be an advantage.
- Excellent leadership, negotiation, communication, presentation and stakeholder-management skills.
- Strong command of written and spoken English.

Application Procedure:

Suitably qualified candidates from Bangladesh and abroad are encouraged to apply. **International applicants must be willing to be based in Dhaka, Bangladesh, for the duration of the appointment.** Interested candidates are requested to submit their curriculum vitae, together with a forwarding letter stating their expected salary and enclosing one recent passport-size photograph, to: **The Chief Executive Officer**, Bangladesh Cricket Board, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Email: job@bcb-cricket.com

Applications must be received **on or before 26 September 2026**. The name of the position applied for must be clearly stated in the subject line of the email. Only shortlisted candidates will be contacted for an interview. BCB reserves the right to accept or reject any application, or to cancel or modify the recruitment process, without assigning any reason.