
JOB DESCRIPTION

Designation	Assistant Manager – Marketing
Grade	L09
Job Responsibility Level	Junior Level Management
Department	Marketing
Reporting Manager	Head of Marketing
Location	New Delhi

1. JOB PURPOSE

The AM-Marketing will support and strengthen Delhi Capitals' marketing efforts across digital, PR, on-ground, and fan engagement platforms. The individual will work closely with the Social Media Lead, Content, App & PR teams to create and execute campaigns, manage on-ground content during tournaments, and contribute to the franchise's year-round marketing communication. This is a full-time position designed to bring greater ownership, continuity, and creativity across the franchise's marketing initiatives.

2. ORGANISATIONAL CHART



3. KEY ACCOUNTABILITIES

- Support the social media team in ideating and executing campaigns across platforms throughout the year.
- Lead and assist with on-ground content creation during tournaments (WPL and IPL), including short-form video, player interactions, and matchday storytelling.
- Contribute to brand communication and PR efforts, including writing/editing press releases, coordinating with media and agencies, and supporting internal communications.
- Work with cross-functional teams on the Delhi Capitals App, website, and DC Toli fan community to drive engagement and growth.
- Lead on on-ground branding efforts at the stadium, hotel and other offline touchpoints.
- Collaborate with design, production, and partnerships teams to deliver integrated marketing activations.
- Analyze digital performance metrics and assist in reporting and insights.
- Represent Delhi Capitals' brand voice with consistency and creativity across all touchpoints.
- Work closely with Finance, Marketing, Legal, Cric Ops to align operational needs.
- Any other responsibilities assigned by the DC management.

4. SKILLS AND EXPERIENCE

- Strong understanding of cricket and the IPL ecosystem.
- Proven experience in social media management and digital content strategy within Indian sport.
- Hands-on on-ground content creation experience (match coverage, reels, behind-the-scenes footage, etc.).
- Solid understanding of websites and mobile app marketing in the sports domain.
- Excellent communication and writing skills, especially for PR, press releases, and social storytelling.
- Collaborative, proactive, and comfortable working in high-pressure live environments.
- Bonus: A good understanding of Delhi as a city and its sporting culture.

5. SKILLS AND EXPERIENCE

- **Educational Background:** Postgraduate degree in Business Administration, Sports Management, Event Management, or a related discipline.
- **Professional Experience:** 4–6 years of experience in content/marketing, ideally within sports or related entertainment industries.