



JOB DESCRIPTION

Job Title:	Marketing & Commercial Partnerships Officer
Department:	Sales & Marketing
Reporting to:	Commercial Manager
Hours of work:	35 hours per week. However, the nature of the post will require a high degree of flexibility involving evenings and weekends as dictated by operational requirements of the business.
Duration:	Permanent
Role family:	Officer
Salary scale:	£20- £30k

PURPOSE OF THE JOB:

To support the Commercial Manager with day to day account management of key commercial partnerships by developing and delivering on all sponsorship activation plans and providing regular reports to partners. To provide a marketing support role across the Irish FA and its commercial activities and partnerships. To lead on the day to day running of the Irish FA newsletters via mail chimp, including liaising with external agencies.

MAIN DUTIES AND RESPONSIBILITIES:

1. Maintain exceptional standards of account management through provision of administrative support to new and assigned partner accounts.
2. Organise, support and attend the delivery of partner activation events, including evenings and at weekends, as required.
3. Work collaboratively across other Irish FA Departments to oversee the delivery of sponsorship rights for commercial partners
4. Maintain internal processes required for monitoring and documenting Commercial Partner accounts.



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5. Deliver a detailed operational plan with communications to ensure partner activation plan communications occur in a timely manner. Collaborate with the stadium venue operator to deliver against all operational and experiential plans. Collaborate with Football Development to ensure partner programmes are delivered with the support of the Irish FA Foundation and with Football Operations and the International Teams to deliver on partner programmes or events.
6. Assist the Commercial Manager in creating new partnership opportunities and utilise revenue streams through effective client servicing
7. Assist the Commercial Manager with new business sales including the administration of pitches and presentations.
8. Lead on the delivery of the Irish FA CRM communications programme ensuring the day-to-day development of e-newsletters via mailchimp including liaising with internal staff and third-party agencies.
9. Provide a strategic support function throughout the Irish FA in the collection and processing of customer data in line including the development of a strong working relationship with the Irish FA data consultancy partner.
10. Work collaboratively across other Irish FA Departments to lead commercial activity and partnership marketing campaigns
11. Develop and deliver specific marketing campaigns based on the needs of the Irish FA and/or its commercial partners
12. Communicating effectively ensuring that the CRM system is kept updated with accurate and timely information. Participate in regular partner reviews with sponsors, communicating joint business plans and proactively attend Irish FA partner programme events.
13. Matchday duties, as required on the day, to include general set up, facilitation of matchday activities, events and competitions.
14. Assist with the delivery of non-matchday events held at the Stadium
15. Deliver the operational objectives in line with targets set by the line manager. Deliver the operational objectives in line with partner contracts and activation budgets set by line manager. Ensure all financial payments are to be invoiced and paid on time and in full.
16. With a strategic mindset, deliver on the sponsorship, retail and licensing plans. Provide input into strategic decisions and direction based on insights specific to sponsorship and





advertising. Contribute to the revenue forecast by month for quarterly and annual financial submissions.

17. Take responsibility and ownership for own personal development plan. Proactively participate in training and development opportunities, staff performance appraisals and reviews as required.
18. Comply with Data Protection Policy about safeguarding sensitive customer information at all times.
19. Perform the job in accordance with the company's policies and procedures, especially the Equal Opportunities and Harassment Policy and Procedure.
20. Adhere to and actively support always all other company policies, procedures, processes and working practices, including adhering to best practice.
21. Perform any other duties as may reasonably be required from time-to-time.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the business.



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PERSON SPECIFICATION: Marketing & Commercial Partnerships Officer

Criteria	Essential:	Desirable:
1. Education & qualification	1.1 5 GCSEs (Grade C or above) including Mathematics and English Language, or equivalent	1.2 Third level qualification in a sales or marketing discipline
2. Experience	2.1 Minimum of two years' experience in a previous sales, marketing, or events role. 2.2 Previous experience of partner account management including the development of work and/or activation plans. 2.3 Experience in the development, delivery, and evaluation of marketing campaigns	
3. Skills, knowledge & competencies	3.1 Good understanding of Customer Relations Management (CRM), the principles of market segmentation and targeted direct marketing. 3.2 Clear and accurate written and verbal communication skills, with the ability to positively influence clients and colleagues. 3.3 Strong organisational and time management skills with the ability to work functionally across communications, marketing, and PR. 3.4 Excellent inter-personal and negotiation skills. 3.5 Proactive project management and planning skills, with excellent attention to detail and high standards. 3.6 Excellent IT skills including MS Office or equivalent packages.	
4. Personal disposition	4.1 A results-orientated mentality.	
5. Other	5.1 Proof of eligibility to work in the UK.	





requirements (5.3-5.4 are post job offer)	<p>5.2. Hold a full driving licence and have full access to a vehicle to meet all requirements of the post.</p> <p>5.3 Completion of a medical questionnaire demonstrating the ability to fulfil the Occupational Health requirements for the post and flag any reasonable adjustment required.</p> <p>5.4 Two satisfactory employment references, one of whom should ideally be the current/most recent employer.</p>	
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ADDITIONAL INFORMATION

Closing date: The closing date for the receipt of completed application is **12.00 noon on 22 June 2022**. Applications received after the closing date and time will not be considered.

Shortlisting: Only those applications which clearly demonstrate the requirements set out in the personnel specification will be shortlisted. Please note that the Association reserves the right to implement all or some of the desirable criteria in addition to the essential criteria for shortlisting purposes.

Offer of employment: Please note any offer of employment is subject to the receipt of two satisfactory employment references, proof of eligibility to work in the UK and proof of any required qualifications.

Reserve list: A reserve list of suitable candidates may be maintained for the purpose of any similar vacancies (temporary or permanent) that may arise within twelve months of the completion of the recruitment exercise.

The Irish Football Association is an equal opportunities employer and welcomes applications from all sections of the community. All appointments will be made on the basis of merit.

Approved: June 2022



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