**Head of Sales & Marketing**

Irish FA continues to build on significant success in recent years. A new long-term, future-focused strategy has been developed that will see the organisation commit to achieving even more on the international, domestic and grassroots stages. It is now seeking to appoint a talented Head of Sales & Marketing who will play a vital role in generating new commercial revenues from a wide variety of sponsors while enhancing the brand image of football in Northern Ireland.

The successful candidate will bring innovation and creative thinking to the commercial offering, will manage the sales and marketing team and leverage CRM systems to ensure that existing commercial relationships are managed and developed. The successful candidate will develop and present innovative and tailored offerings that support the Irish FA brand strategy and appeal to decision makers across a new range of potential company sponsors. The key challenge will be to secure revenues and sponsorships in what has become a very challenging economic climate. This is therefore a role that requires great resilience and the ability to inspire and motivate a team to continue to deliver in a competitive market environment.

The role would suit a graduate with 3 years’ experience in a middle management / senior management commercial or sales management role that primarily incorporates business to business sales and key account management. You must a have proven track record in the consistent delivery of revenue targets, achieved through a combination of team leadership, and being able to get in front of influencers and decision makers to pitch business propositions that companies and partners will find compelling and can buy into.

You must provide inspirational leadership to a team and work functionally across communications, marketing and PR to build and leverage the brand while delivering within budget. A background in corporate advertising or sponsorship sales with a venue or destination would be desirable. This exciting new appointment will appeal to a talented higher achiever who appreciates the broad impact Irish FA has on society in Northern Ireland. It offers a very competitive remuneration package and the ability to play a central role in the sustainable future of one of Northern Ireland’s most important organisations

For further information and to apply, please email your CV in the first instance, quoting ref 19014 to **Ciaran Sheehan** at [Ciaran.sheehan@clarendonexecutive.com](mailto:Ciaran.sheehan@clarendonexecutive.com) Alternatively, if you would like to have a confidential discussion to discuss your suitability, please contact Ciaran on +44(0)28 9072 5750

Closing date is **5pm** **Friday 8th March**.

*The Irish FA is an equal opportunities employer and welcomes applications from all suitably qualified persons. All appointments will be made based on merit.*