



PLACEMENT DESCRIPTION

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| PLACEMENT TITLE | Irish FA Sales & Marketing Placement |
| LOCATION | National Football Stadium at Windsor Park, Belfast |
| DEPARTMENT | Sales & Marketing |
| REPORTING TO | Marketing & Commercial Partnerships Officer / Visitor Experience Officer / Conference & Event Sales Manager / Head of Fan Engagement & Ticketing |
| HOURS OF WORK | 21 hours per week. However, the nature of the placement will require a degree of flexibility involving evenings and weekends as dictated by operational requirements of the business. |
| DURATION | September 2024 – June 2025 |
| Remuneration | This is an unpaid placement role but a range of benefits are included. (Expenses, training, qualifications etc...) |

PURPOSE OF THE PLACEMENT:

To support the Sales & Marketing Team with the day-to-day sponsor & partnership management and support commercial events within the National Football Stadium including Irish FA Tours, Corporate Hospitality and Non-Football events.

MAIN DUTIES AND RESPONSIBILITIES:

1. Support the Sales & Marketing Team with the implementation of the Irish FA Strategy and delivery of the operational objectives in line with targets set by the Head of Sales & Marketing
2. Support the Commercial Partnerships Officer to work across multiple Irish FA Departments to ensure sponsor & partner activation and experiential plans occur in a timely manner and in line with partner contracts and budgets
3. Support the Conference and Events Sales Manager with the daily coordination of NFS Events including business development, operational event management, client relationship management and venue administration.



4. Support the Irish FA ticketing team to deliver an outstanding matchday experience across Northern Ireland fixtures and other domestic football events.
5. Support with the delivery of marketing campaigns and events based on the needs of the Irish FA and/or its commercial partners
6. Support the Sales & Marketing Team to maintain exceptional standards of account management through provision of administrative support to new and assigned partner accounts
7. Where necessary, support and attend the delivery of partner activation events, including the transport of branding materials to both internal and external venues
8. Matchday duties, as required on the day, to include general setup, facilitation of matchday activities, events, competitions, and fan experience
9. Assist with the delivery of non-matchday events held at the Stadium
10. Support the Commercial Events Team in relation to the Irish FA Education and Heritage Centre and Stadium Tours with specific focus on the following areas:
 - i. Administrative support to the Education and Heritage Centre, including the development of rota and supervision records, dealing with external bookings, and developing EHC risk assessments
 - ii. Supervision of EHC volunteers during events and stadium tours
 - iii. Assist in the updating of the EHC online booking system
 - iv. Assist in the delivery of volunteer development training, talks and recruitment campaigns
 - v. Liaising with other key parties within the stadium in relation to Stadium access and usage for Tours
 - vi. Assisting with the introduction and development of the new interactive handsets
 - vii. Providing excellent communication and updates to public enquiries, volunteers and other stakeholders
 - viii. Supporting the ongoing development of the Irish FA Tours gift shop
11. Supporting the development and documentation of the full Commercial Events offering for 2023/24 including Stadium Tours, Birthday Parties, Special Events and Corporate Hospitality
12. Support the identification and implementation of approved options for resourcing the offerings from the EHC items such as branding, and props required for the tour etc
13. Liaise with the stadium's catering partner re corporate catering bookings
14. Liaise with the Irish FA Education department to develop educational programmes and schools' bookings and programmes



15. Support the effective management of Health & Safety risks and covid regulations in conjunction with the Commercial Events Officer
16. Support the maintenance and upkeep of all exhibits in the EHC in conjunction with third party suppliers
17. Support and update the content of the EHC's microsite and social media channels
18. Ensure that all relevant programmes and activity information is documented, collated and analysed so that progress towards outcomes can be demonstrated internally and externally
19. Support the Commercial Events Officer in the preparation of funding applications, reports and programme evaluations
20. Take responsibility and ownership for own personal development plan. Proactively participate in training and development opportunities, staff performance appraisals and reviews as required
21. Comply with Data Protection Policy about safeguarding sensitive customer information at all times
22. Adhere to and actively support at all times all company policies, procedures, processes and working practices, including adhering to best practice
23. Any other duties as may be reasonably requested from time to time

PERSON SPECIFICATION: Irish FA Sales & Marketing Placement

Essential Requirements

- Excellent administration skills
- Excellent communication skills especially written, and oral
- Ability to follow standardised processes
- Reliable and trustworthy
- Ability to present to and lead visitor groups

Desirable Requirements



- Experience in admin-based roles
- Experience in updating website content
- A valid driving license with access to a car/van