

JOB DESCRIPTION

POST TITLE:	Commercial and Marketing Manager
REPORTS TO:	Northern Ireland Judo Federation Chair
LOCATION:	N I Judo Federation Office, House of Sport, Upper Malone Road, Belfast
TERM:	Fixed Term Contract to 31st March 2021, subject to funding
SALARY:	£18k per annum (£28k pro rata)
HOURS OF WORK:	24 hours per week
LEAVE ENTITLEMENT:	20 days Annual Leave plus statutory days (pro rata)

MAIN PURPOSE OF POST:

To manage all Commercial (income generation), Marketing and Public Relations functions of the organisation.

SPECIFIC RESPONSIBILITIES AND DUTIES

Developing a Commercial and Marketing Strategy for the organisation.

Commercial

- 1 Develop and implement a Commercial Plan (targeting sponsorship, fundraising and grant income).
- 2 Deliver increasing revenue growth on an annual basis.
- 3 Responsible for generating and following up leads.
- 4 Working with the Chairperson/Board to negotiate contracts.
- 5 Responsible for identifying new commercial opportunities and developing benefit packages.
- 6 Responsible for maximising the commercial potential of the organisation's competition programme.
- 7 Responsible for maximising grant income from other sources.
- 8 Liaising with relevant staff and committees.
- 9 Responsible for developing robust evaluation and review techniques to monitor partnerships, quantify success and identify areas of improvement.

Marketing and Communications

- 1 Responsible for developing and implementing new marketing plan.
- 2 Responsible for promoting Northern Ireland Judo Federation as a credible commercial partner to include PR, marketing, social media and networking at events.
- 3 Provide marketing and communications support at N I Judo Federation-run events.
- 4 Updating the N I Judo Federation's website and social media channels with relevant current content.
- 6 Ensure compliance in relation to GDPR regulations.

The Job Description may be subject to change at the discretion of the Northern Ireland Judo Federation and in accordance with business developments. Any changes will be communicated to and consulted with the post holder appropriately.

EMPLOYEE SPECIFICATION

ESSENTIAL EXPERIENCE AND CAPABILITIES:

Third Level qualification in a relevant subject, e.g. Marketing, Business Studies.

Three years' experience in a paid capacity with skills in at least 2 of the following areas -

1. Commercial Plan (Sponsorship, fundraising, grant applications)
2. Marketing Plan (website, communications, media, PR)

Practical IT skills including the use of Microsoft Office applications.

Excellent written and verbal communication skills.

Experience of managing and updating social media platforms/website.

Well-motivated self-starter, well organised with an ability to work with minimum supervision.

Access to own transport.

DESIRABLE EXPERIENCE AND CAPABILITIES:

Experience of developing organisational branding.

Experience of working within the sports industry.

Awareness and understanding of appropriate Data Protection legislation.

Awareness and understanding of Judo and the needs of Judo.

OTHER CONSIDERATIONS

May be required to travel to meetings and events throughout Northern Ireland.

May be required to work outside usual working hours (evenings or weekends) for which time off in lieu will be given.

The post holder must maintain an appropriate standard of confidentiality and comply with the Northern Ireland Judo Federation's policies and procedures.

Closing date for applications - Friday 17th August 2018

Northern Ireland Judo Federation is an equal opportunities employer