**JOB TITLE:** Commercial and Communications Manager

**REPORTING TO:** Chief Executive Officer

**PURPOSE:**

Responsible for the development and management of all Public Relations, Media and Commercial related strategies for the Association to cover all major events and to raise the profile of the organisation.

**KEY RESPONSIBILITIES**:

* **Public Relations**
  + The development and delivery of the Public Relations strategy for the Association.
  + Provide support to the delivery of all PR strategies and programmes at National and Provincial level and ensure their ongoing development.
  + Manage the PR strategy for all major events held by the Association.
  + Liaise with all external contractors where required on design, marketing and event management initiatives.
  + Ensure information days and training programmes are delivered at National and Provincial level.
  + Manage and create content for all digital media.
  + Advise stakeholders on communications, marketing and digital media use.
* **Media**
  + Manage and develop strong relations with key media contacts.
  + Look for opportunities to raise the profile of the sport and actively promote the Association using all forms of the media where possible.
  + Responsible for liaising with the media on all Association business, responds to queries, submit information, highlight events etc.
  + Organise media launches or specific initiatives. Ensure all relevant information is gathered and submitted to the media from across the provinces.
  + Liaise with provincial administrators where necessary to gather and disseminate information.
  + Prepare or edit organisational publications
  + Represent LGFA as spokesperson when required
    - **Website and online content**
      * Responsible for the maintenance and ongoing updating of the Associations website.
      * Ensure all design aspects of the website support the PR and marketing strategy of the Association.
      * Liaise with all contractors in relation to the Association’s website.
      * Maximise the use of social media platforms and online content to raise the profile of the sport.
    - **Commercial** 
      * Manage all communications with commercial partners
      * Develop and maintain relationships with key stakeholders and potential commercial partners
      * Ensure commercial partners rights and benefits are adhered to
      * Create a brand strategy and management framework to strength the LGFA brand presence and awareness
      * Represent LGFA at commercial events

**KNOWLEDGE & EXPERIENCE:**

Education to degree level specialising in public relations, journalism, communications or marketing. In addition to a minimum of three years’ experience in Public Relations gained either in house in a sports related industry and/or with an Agency with exposure to sports related accounts. Must have a knowledge and understanding of the background and history of the sport. Strong relationship development and project management skills are required especially externally when dealing with the media and at a national level when covering major events. Must be well versed in website management and the use and management of social media platforms and online content.

**COMPLEXITY AND CREATIVITY - PROBLEM SOLVING:**

The role provides a variety of problems to manage. Must be proactive in planning the range of projects and initiatives that must be delivered within specific deadlines, and ensure progress is monitored to ensure the required results are achieved within the agreed timeframe. High levels of innovation and creativity are required in the development of PR strategies and the ongoing identification of opportunities and methods to raise the profile of the sport and the Association.

**DECISIONS AND RESPONSIBILITY:**

Participates in setting objectives and developing strategies for the key areas of responsibility. Must operate on own initiative to deliver results. Decisions will be guided by agreed objectives. Where necessary will gain approval of the CEO. Works in conjunction with other members of the team. Will have to manage external contractors.

**COMMUNICATIONS:**

Highly developed communication and relationship building skills are required to support the delivery of the PR objectives. Must have the ability to develop relationships and influence the delivery of objectives with a wide variety of stakeholders and the ability to develop good working relationships with a variety of contacts both professional and those in a voluntary capacity. Persuading and influencing skills are necessary in presenting the image of the Association and marketing it externally. Negotiation skills may be required in managing contractors and gaining maximum coverage and exposure of the Association or particular events. Must be a strong team player and proactively work to support the delivery of objectives through others.