



## Commercial & Marketing Director

<b>Title:</b>	Commercial & Marketing Director
<b>Reports to:</b>	CEO
<b>Direct Reports:</b>	Press & Communications Manager, Digital & Social Media Manager
<b>Location:</b>	Golf Ireland Headquarters, Carton Demesne, Maynooth

### About Golf Ireland:

In January 2021, Golf Ireland will be established as the new single governing body for golf on the island of Ireland, taking over from the GUI and ILGU. In order to prepare for this, the Transition Board of Golf Ireland was established in February of 2019 to give effect to the Golf Ireland Proposal to create a single governing body for golf on the island of Ireland, which was overwhelmingly approved by the affiliate Clubs of the ILGU and GUI in January of 2019.

Based in Carton Demesne near Maynooth, Golf Ireland is a non-profit company, limited by guarantee, and is responsible for leading, growing and supporting the game of golf on the island of Ireland. The Board of Golf Ireland will be made up of 13 volunteer Directors supported by an Executive team and a suite of sub-committees.

Four Regional Executive Committees, one in each of the Provinces of Ireland, are responsible for the delivery of local operations.

The primary functions of Golf Ireland include the administration of Championships and Inter-Club events, the administration of the World Handicap System and the Rules of Golf and Amateur Status, the delivery of a World-class High Performance Programme, contesting and hosting International Fixtures, Supporting Clubs and Growing the Game.

### About the Role:

#### Principal responsibilities:

- Leading the management of Golf Ireland's commercial, sponsorship and marketing strategies in consultation with the Chief Executive.
- Managing the Communications Team, their output and ensuring that Golf Ireland's values, brand and vision are effectively portrayed across all communications platforms.
- Negotiating new sponsorship and advertising partnerships that will generate new revenue streams for Golf Ireland.
- Maximising the commercial potential of Golf Ireland's website, database and WHS Platform.



- Overseeing and maximising the commercial potential of the Golf Ireland Academy whilst being true to the vision of maintaining a world-class practice facility.
- Effectively managing relationships with sponsors and ensuring that all sponsorships are properly activated and that Golf Ireland's commitments are delivered upon.
- Fostering productive relationships with Golf Ireland's funding bodies.

**About the Candidate:**

**Experience & Knowledge:**

- Degree level qualification in a relevant discipline, or equivalent.
- At least five years' experience working in a commercial role handling areas of sponsorship and/or marketing.
- Proven experience in securing and managing commercial, advertising and/or sponsorship contracts.
- Proven experience in leading a team in implementing commercial and/or marketing/sponsorship strategies.
- Knowledge of the sporting sector and how it operates.
- Proven track record in managing commercial relationships and working with a broad range of stakeholders.
- Broad understanding of the golfing landscape within Ireland.

**Competencies & Attributes:**

- Can communicate strategies and ensure buy-in from a wide range of stakeholders.
- Adept at building commercial relationships which will be of measurable benefit to Golf Ireland.
- Ability to lead and inspire people to achieve.
- Is calm, confident, decisive and objective, especially under pressure.
- Willingness to be accountable and measured on performance.
- Skilled at prioritising, multi-tasking and problem solving.
- Ability to provide innovative, constructive and effective recommendations to the Chief Executive.
- Excellent presentation and communication skills.
- Is energetic, highly motivated and enthusiastic.
- Copes well with continual change and tight deadlines.
- Ability to enhance the brand, profile and effectiveness of Golf Ireland.