

Commercial Manager  
**The Camogie Association**



**Candidate Briefing Document**  
**Prepared by**



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## 1. Organisational Background

The Camogie Association was founded in 1904 as an independent voluntary organisation. Camogie is the most popular female sport in Ireland and serves as an important part of Irish culture and identity. Camogie is also a member of the Gaelic Games family.

On both a club and national level Camogie has close and significant ties with the Gaelic Athletics Association (GAA) as the governing body for men's hurling and Gaelic games and as the community base for all Gaelic Games. The GAA provides crucial support to Camogie through the provision of facilities, funding and other resources.

The Camogie Association provides young women with the opportunity to play Camogie, encouraging them to stay with sport through their teenage years and into later life. The Association maintains a steady level of growth, with a 5% year-on-year increase in registered personal membership since 2014<sup>1</sup>.

### Vision

The vision of the Camogie Association is to "inspire to play and empower to stay".

### Mission

The mission of the Camogie Association is to provide opportunities to enjoy and play Camogie as a vibrant part of the Gaelic Games Family.

### Values

The Camogie Association is characterised by seven core values:

- Innovation
- Leadership
- Voluntarism
- Fun
- Integrity
- Excellence
- Inclusiveness

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<sup>1</sup> The Camogie Association Annual Report 2015, pg. 6



## Governance

The Ard Chomhairle is the national governing body of the Camogie Association. The Ard Chomhairle is currently comprised of 16 members, with the Uachtarán/President at the head of the organisation. The Ard Stiúrthóir/CEO manages the organisations affairs and ensures that its National Development Plan is implemented. Other members of the Ard Chomhairle include a Secretary, Treasurer, Trustees, Provincial Chairs, Provincial Delegates, Coaching and Games Representative and a PR and Communications Representative. There are also a number of voluntary sub-committees who form a part of the Camogie Association and work in conjunction with the Association to deliver on its objectives.

## Commercial Manager

The Commercial Manager will serve as a member of the organisation's senior management team and will be responsible for driving the commercial growth of the organisation through developing and implementing a range of strategies in relation to ticketing, events, community projects, sales, licencing and merchandising. The Camogie Association requires an experienced business professional with the capacity to drive the organisation's growth by increasing and maximising its streams of revenue.



## 2. The Position

**Title:** Commercial Manager

**Reports to:** Ard Stiúrthóir (CEO)

**Direct Reports:** None at present

**Place of Work:** The Camogie Association, Croke Park, Dublin 3. Travel to offsite locations may also be required from time to time.

**Role:** The Commercial Manager will be responsible for driving the growth and diversification of the Camogie Association's income. She/he will play an important role in implementing the Association's National Development Plan for 2016-2019 by focusing on Commercial Business Development and Market Information Analysis. The primary focus of the role is to maximise all commercial and marketing opportunities to substantially increase revenue growth and to manage key relationships. The post-holder will also serve as a member of the Association's Senior Management Team and will be the 'brand guardian' for Camogie in Ireland. She/he will lead on the planning, strategy and implementation of partnership programmes to further identify opportunities, facilitate introductions and encourage promotional activities. The Commercial Manager will also ensure that the Association's code of sponsorship is adhered to by all of our units and members and in all of the Association's activities.

### Principal Duties and Responsibilities:

- Develop a profile of Camogie and the Association in the business, commercial and brand sectors.
- Identify, seek out and cultivate relationships with potential leads and prospects with a view to securing sponsorship packages/ contracts and close partnerships with corporates.
- Foster and maintain strong relationships with existing key sponsorship partners.
- Develop and implement a best practice system in client relationship management.
- Lead the development, planning and implementation of a range of marketing and digital marketing campaigns in areas such as events, community projects and merchandising.
- Maximise revenue from all sources including games and event ticketing and developing new income generating activities to increase revenue levels.
- Manage data capture from ticketing and commercial events.
- Develop and manage opportunities for the Association in the area of media rights and broadcast outputs.



- Develop and manage programmes to increase attendance at matches and contribute in the planning and preparation for match days, in particular for national semi-finals and finals.
- Create new licencing opportunities for the Association.
- Act as a brand guardian for the Association in a range of settings at club, county, provincial and international levels as well as at national level with commercial partners and sponsors.
- Develop fan engagement strategies to expand the Association's supporter base.
- Produce work within budget.
- Contribute to senior management planning and decision making.

These duties are a guide to the general range of responsibilities and are neither definitive nor restrictive.



### 3. Person Profile:

An experienced and commercially astute marketing strategist with a background in developing marketing strategies and brands. The successful candidate will possess the ability to grow awareness of the Camogie Association's brand and increase the Association's income streams from a range of sources including sponsorship, merchandising, licencing, events and community projects. She/he will have exceptional strategic planning, relationship management and communication skills.

#### Requirements:

##### Core Competencies and Skills Summary

Criteria	Essential	Desirable
Track record of achievement in a previous, similar role	✓	
Ability to utilise a variety of marketing, digital marketing and communications tools & tactics to maximise impact to a wide audience	✓	
Ability to communicate in all forms	✓	
Excellent networker with a clear understanding of the sports and corporate sectors	✓	
Ability to manage and cultivate a number of relationships and negotiate with key stakeholders and media figures	✓	
Accomplished presenter in both internal and external settings	✓	
Demonstrates a talent for and is driven by achieving results	✓	
Ability to work on own initiative with minimal supervision	✓	
Sound commercial judgement and business acumen	✓	
Knowledge and understanding of Camogie and the Camogie Association		✓
Active listener who can accurately recognise and respect the opinions of others	✓	
Excellent project manager	✓	
Ability to inspire commitment from and build trust with corporate partners	✓	
Experience in data capture and analytics	✓	
Hold a relevant third level post-graduate qualification and have a minimum of 5 years' experience in a previous, similar role	✓	



## 4. Remuneration

A competitive salary commensurate with experience is offered on a part-time (3 days a week) basis. The position is a fixed-term contract for 3 years. A pension contribution scheme is available. Expenses such as travel, overnight accommodation when required and other allowable expenditure will also be paid.

## 5. Application Process

To apply, please send your CV to Adrian McCarthy. Closing date for applications is the **9<sup>th</sup> of December 2016**.

**Email:** [Adrian.mccarthy@2into3.com](mailto:Adrian.mccarthy@2into3.com)

**Address:** 38/39 Pembroke Hall, Fitzwilliam Square, D02 NX53.

**Telephone:** + 353-1-2343135

**Fax:** +353-1-234-3101

**Website:** [www.2into3.com](http://www.2into3.com)