



**THE
CAMOGIE
ASSOCIATION**
An Cumann Camógaíochta



The Camogie Association

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.

The Camogie Association provides young women with the opportunity to play Camogie, encouraging them to stay with sport through their teenage years and later into life. The Association maintains a steady level of growth, with a 5% year-on-year increase in registered personal membership since 2014. There are currently 560 Camogie clubs throughout Ireland. To implement its National Development Plan for 2016-2019, the Camogie Association requires an increased stream of revenue. To achieve this the Association is seeking to introduce the newly appointed role of Commercial Manager.

Commercial Manager

The Commercial Manager will be responsible for driving the growth and diversification of the Camogie Association's income. She/he will be responsible for maximising income opportunities from a variety of sources including sponsorship, partnerships, merchandising, licencing, events and ticket sales. The role is part time with a competitive salary commensurate with experience.

The Camogie Association is seeking an experienced, commercially minded marketer with the ability to position Camogie as a leading national sport and raise its profile among corporates and the public. The post-holder will play a significant role in implementing the Association's National Development Plan for 2016-2019 with a focus on Commercial Business Development and Market Information Analysis. The successful candidate will have significant experience in devising and implementing successful marketing campaigns. She/he will also possess excellent relationship management skills and will be comfortable with securing support from corporate sponsorship and partners.

If you are an exceptional strategist with a strong interest in camogie and sports, contact Adrian McCarthy in strictest confidence at adrian.mccarthy@2into3.com or call direct on +353 1-234-3135. Closing date for applications is the **9th December 2016**.

For more information on the Camogie Association please visit www.camogie.ie