



# GUAM FOOTBALL ASSOCIATION

**Job Title:** Marketing and Commercial Manager  
**Employer:** Guam Football Association  
**Department:** Executive Administration

**Location:** Harmon, Guam  
**Job Status:** Full-time  
**Report to:** Executive Director

## Overall Responsibility

Guam FA is looking for a Marketing and Commercial Manager. To be successful in this newly created role, you must be excited about the opportunity to identify, pursue and capture new business opportunities such as sponsorship, merchandising and commercialization. You need to be a great communicator with profound experience in business development and sales. As a negotiator you will be in charge for the commercial success which includes developing and managing a marketing & commercial and collaborating with other departments. This full-time position with benefits has responsibility for planning, executing and monitoring strategic marketing and commercial activities under the direction of Executive Director and General Secretary. This person will be empowered to undertake and streamline all marketing-related activities and oversee/manage all operations related to revenue generations for Guam FA (Sponsorships, commercial/marketing rights and other marketing activity). *Priority in 2018/2019 focus:*

- *Marketing Assessment (Strength and Gaps)*
- *Strategic Marketing Plan 2019-2022*
- *Renewal and acquisition of sponsors*
- *Commercialization Opportunities*

## Essential Job Functions as followed but not limited to:

- Design, implement, facilitate and measure the marketing plan for the association (short, medium and long term).
- Drive the marketing and commercial plan each year (in conjunction with the GS)
- Identify commercial opportunities to grow revenue.
- Work closely with the association president, general secretary, government agencies, international football governing bodies and corporate bodies.
- Design and implement marketing programs, promotional plans and advertising with respect with the marketing plan.
- Organize and implement client relations and account management. Communicate and maintain sustainable and productive relationships with existing clients – client relationship management.
- Negotiate contracts in line with the marketing strategy.
- Oversee day-to-day operations of the marketing and commercialization and win new business.
- Develop and administer a marketing research database, which includes client and prospect information, media network contacts (print media, television, radio and/or new media).
- Plan and administer the member association's marketing operation budget.
- Continuously improve the overall marketing plan and strategy within the association.
- Increase/expand clientele and brands

## Minimum Qualifications:

At least five (5) years of experience in the field of marketing or hold related first degree in business, marketing or management.

1. Effective planning and organization skills



# GUAM FOOTBALL ASSOCIATION

2. Evidence of highly developed communication skills, including written, verbal and presentation skills and abilities
3. Strong skills in negotiation capabilities and result oriented
4. Ability to multitask and prioritize projects
5. Self starter, highly driven and motivated; outgoing personality
6. Must be a team player and able to motivate others
7. Demonstrated computer skills (Internet, database and Microsoft applications)
8. Ability to travel and adhere to the Guam Football Association Travel Policies
9. Knowledge of the sport, especially football

**Terms of Employment:** To be negotiated.

**Application to be submitted to:** Executive Director, Cheri Stewart @ [cheri.stewart@theguamfa.com](mailto:cheri.stewart@theguamfa.com)

Application can be downloaded from: <http://www.guamfa.com/contact-us/team-up-with-us>

**Application to be accepted until:** 25 October 2018