



Marketing and Commercialization Specialist

(Full Time Position)

Guam Football Association

230 Harmon Loop Road, Dededo, Guam

ABOUT US: www.guamfa.com

GFA is looking for an enthusiastic Marketing and Commercialization Specialist to oversee the development and execution of strategies, branding and campaign activation and sustainment, as well as community and partner engagement. The individual will be responsible for developing and overseeing various campaigns and income-generating opportunities, so excellent communication skills are necessary. The individual is expected to engage with multiple delegates, industry professionals, and community partners in this prominent role.

You will be an integral part of developing and executing specific goals and objectives of the **GFA Strategic Plan 2023-2026 "Growth Planning for the Next Generation"**.

What We Offer

- Full-time work (40 hours per week), with flexible schedules depending on load;
- Competitive salary and perks (depending on experience);
- Training and development opportunities;
- Become part of a supportive and friendly team;
- Knowledge of sports/events marketing and exposure to managing external marketing disciplines;

Job Summary

As a Marketing and Commercialization Specialist, you will:

- Supports the development and execution of marketing strategies;
- Conduct research and analyze data to identify possible revenue sources;
- Support the development and maintenance of social media campaigns over various platforms;
- Manage events and sponsorships and ensure the execution while maximizing all potential opportunities;
- Identify possible revenue opportunities for the organization and develop partnership strategies to present to potential sponsors;
- Analyze the results and measure the success of various marketing campaigns and programs;
- Be aware of the marketing efforts and promotion campaigns of similar organizations in our region or around the Football community.
- Enforce brand marketing guidelines for the organization to ensure effectiveness and maximum exposure for the organization;



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- Design, implement, facilitate, and measure the marketing plan for the association (short, medium, and long term);
- 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;
- Develop and administer a marketing research database, which includes client and prospect information, media network contracts (print, media, television, radio, and/or new media);
- Continuously improve the overall marketing plan and strategy within the association;
- Increase/expand clientele and brands.

Skills, Qualification, and Experience

Bachelor's degree in journalism, marketing, communications, or related field and/or at least three (3) years of experience in marketing (digital and traditional) or sales.

They should be proficient in Microsoft Office Suite, Adobe Creative Suite, content management software, and customer relationship management. Excellent analytical skills, good communications, and interpersonal skills, attention to detail, critical thinking, problem-solving, ability to work under pressure, self-motivated to achieve targets and timelines, ability to work with teams and collaborate, excellent leadership and managerial skills, time management and multi-tasking skills with the ability to prioritize tasks.

To be considered for this position, you must be able to demonstrate your right to work in Guam.

Closing Date: Please apply by 5 October 2022 5pm (earlier applications encouraged)

Submit Resume/CV to: joe.cepada@theguamfa.com

Interview Dates: To be coordinated with the applicant upon receipt of the application

Start Date: November 2022 preferred

If you have any questions or would like to arrange an informal discussion about the role, please contact joe.cepada@theguamfa.com

