



Commercial, Communications & Admin Executive

CLG Loch Garman is now seeking applications from suitably qualified persons for the role of Commercial, Communications & Admin Executive. The successful candidate will be responsible for planning, developing, co-ordinating and implementing digital and print communications and content as well as supporting with the co-ordination of games, ticketing, events, announcements and launches.

Reporting to the CEO/Operations Manager the successful candidate will provide key contribution to the success of commercial aspects of Wexford GAA and collaborate with members of the County Executive in the day-to-day running of the organisation.

Key Responsibilities

- Collaborate with the CEO/Operations Manager and the County Executive to develop and implement an effective communications strategy for each stakeholder community.
- In conjunction with the County PRO, write, edit, and distribute content, including publications, press releases, website content, reports and other marketing material that communicates the Wexford GAA's activities.
- Provide full support to Wexford GAA and its sub-committees as delegated by the CEO/Operations Manager under the commercial function.
- In conjunction with the CEO/Commercial Manager, build and maintain corporate partnerships and other commercial opportunities.
- Seek opportunities to enhance the reputation of the brand and coordinate fundraising and publicity events as required.
- Oversee the management of brand collateral and keep up to date brand guidelines for Wexford GAA.
- Own and execute the content marketing calendar - blogs, events, etc. - aligned to the GAA calendar.
- Maintain records of media coverage and collate analytics and metrics across all communication platforms.
- Develop effective business relationships with all public relations bodies and multimedia, especially television, radio and print media, and various sponsors, in line with Wexford GAA's policies and objectives.
- Ability to generate creative ideas to engage audiences, supporters and other stakeholders.
- Copy writing for all digital marketing communications.
- Provide support for event management and match day logistics.
- Undertake any other duties as may be reasonably assigned by the CEO/Operations Manager.

Requirements

- Third Level Qualification in a business, marketing or communications related discipline.
- 1-2 years' experience in a marketing or commercial role.
- Commercially aware with the ability to provide valuable financial insights.
- Strong written and verbal communication skills.
- Strong organisational and analytical capabilities with attention to detail.
- Proficiency in design and publishing software.
- Excellent administrative and IT skills with a strong working knowledge of social media platforms, graphic design and video editing together with Microsoft Office.
- Exceptional interpersonal skills and experience of building strong business relationships and working with multiple stakeholders.
- Ability to adopt a hands-on approach to getting things done.
- Resilient and capable of dealing with pressurised situations and deadlines.
- Enthusiastic and committed self-starter with a proactive approach to problem solving.
- A passion for Gaelic Games and an understanding of the unique structures of the GAA.
- Knowledge and understanding of Wexford GAA.
- Full clean driver's licence

Candidates interested in the above role can apply by submitting an up-to-date cover letter and Curriculum Vitae to gavin.odonovan.wexford@gaa.ie.

Wexford GAA is an equal opportunities employer

