



## **VACANCY POSITION: HEAD OF MARKETING**

The Ghana Football Association (GFA) is looking for a qualified person to fill the vacant position of Head of Marketing position.

### **Position Description**

Position Title: Head of Marketing

Reports to: General Secretary.

Position based in: Head Office, Accra.

### **Company Information:**

Founded in 1957, the Ghana Football Association (GFA) is the game's governing body in Ghana. It is a representative democracy, and is the umbrella organisation for all football clubs, associations and other interest groups in the country. The GFA is responsible for overseeing, promoting and developing Ghana football at all levels; from grassroots through to the professional game.

The GFA is committed to develop, promote and raise the level of football throughout Ghana.

### **Main Duties and Responsibilities**

The Ghana Football Association is in search of a dynamic strategic thinker, and result oriented individual to lead a team to set a comprehensive and sustainable marketing and sponsorship strategy in collaboration with other departments of the Secretariat to promote the activities of the FA. The candidate will develop, drive and ensure the execution of the GFA's marketing, sponsorship and branding action plan. He/she will report to the General Secretary of the FA.

The Head of Marketing;

- Leads the Marketing department of the FA and to develop and execute marketing, sponsorship and brand strategies for the entire Association. This should fit into the entire organisational direction of the FA.
- Sets and administers a four-year marketing strategy with a yearly revolving KPIs to meet the deliverables of the Marketing for the FA.
- Leads an aggressive revenue generation strategy for the FA through new products development, and sponsorship drives;
- creates, expand and promote a sustainable revenue base for the FA.

- Develops and manages a calendar of events geared towards the promotion of football locally and internationally.
- Continually reviews changes to marketing of football, its consumption, trends and activities across the globe and to make bear such new trends on the management of the Ghanaian game.
- Re-aligns and redefines the FA's social media presence; promote data driven marketing campaigns; interrogate the FA's relationship with its sponsoring stakeholders at all times to create a more beneficial relationship for all.
- Conducts periodic market research on football related opportunities for the benefit of decision making.
- Negotiates with media and other relevant agencies to secure agreements on football related production and promotional materials.

**Specific Job Knowledge, Skill, Ability and Eligibility Criteria:**

The individual must possess the following knowledge, skills and abilities or be able to explain and demonstrate the ability to perform the essential functions of the job, using some other combination of skills and abilities:

- Must be a Ghanaian of high moral integrity
- Must have a degree in business management or other related discipline with at least 5 years working experience in marketing, administration or management;
- In addition to the above, a track record in football marketing and sponsorship will be an advantage.
- Must have a working knowledge of the activities of FIFA, CAF and GFA Statutes and Regulations, as well as managing relationships with all stakeholders especially the media.
- The candidate must have exhibited very strong negotiation, persuasive and financial management skills in areas of sponsorship with proven track record of brokering such deals.
- The candidate must have a proven track record of making high-level business decisions and has the experience to take on this role.
- Although it is not essential that the successful candidate comes from a football background, an ideal candidate with an understanding and empathy for football as both a sport and a business is preferred.
- Must exude leadership and management skills with experience and track-record in high level performance.
- Good people management and team building skills
- Excellent communicator with excellent proposal writing skills and advance knowledge in presentation software applications such as Microsoft Windows Power Point of Apple iOS Keynote.

**Mode of Application**

Applicants should submit their application including statement of strength and CV to the GFA via the email address provided [info@ghanafa.org](mailto:info@ghanafa.org)

**Deadline for submission**

Not later than 17hrs GMT (5pm Local Time) on Wednesday, February 5, 2020

Only shortlisted applicants will be responded to.