



## Dublin GAA – Commercial Director

### About the GAA

Cumann Lúthchleas Gael is Ireland's leading sporting and cultural organisation with membership approaching one million people and more than 500,000 playing participants at all levels. Inspired and supported by the voluntary efforts of its members, the GAA is focused on the development and promotion of Gaelic Games and culture on the island of Ireland and in local communities.

### About Dublin GAA

Based in Parnell Park, Dublin GAA is a dynamic community-based members' organisation with a network of over 80 amateur clubs. Our core objective is promoting and developing Gaelic games and culture in the country's largest population centre. Dublin GAA constantly strives towards achieving its strategic goals including increasing participation, inclusivity, integration and developing playing facilities for the diverse population and the evolving communities in the four local authorities.

### The Role

Reporting to the Chief Executive Officer, the Commercial Director will be responsible for commercial management, growth and evolution of the Dublin GAA commercial and brand model across all revenue streams. The role will also include playing a key position supporting and planning the wider business strategy of Dublin GAA with a focus on innovative and fresh ideation. The role will span partnerships, hospitality, merchandise & licensing, digital media & content, fundraising and corporate events.

This role is an integral part of the Dublin GAA Leadership Team, and as well as having overall responsibility to drive revenue and develop the Dublin GAA brand, the role will be central to achieving the vision of the organisation while staying true to the values and traditions of Dublin GAA that will be upheld in all interactions with internal and external stakeholders. The individual will provide the creativity and direction to shape the commercial marketing strategy to promote Dublin GAA.

The role will require you to build and maintain strong relationships with senior decision-makers within Dublin GAA and the broader GAA and business ecosystem to grow and achieve sustainable revenues through the existing stakeholders and new opportunities to support Dublin GAA's delivery of its strategic objectives.

As a member of the Leadership Team, you will also inspire and lead staff to deliver outstanding results through best-in-class business propositions, within the commercial sphere and beyond.

### Duties and Responsibilities shall include but are not limited to:

#### Strategic

- Build on Dublin GAA's Strategic Commercial Business Plan
- Produce an annual commercial and marketing plan

#### Financial

- Manage the acquisition and retention of key partners and sponsors
- Drive and maximise revenue from commercial activities
- Develop, manage and maintain a strong relationship with Dublin GAA's sponsors, partners and benefactors



- Negotiate and manage the current and future sponsorship/ commercial agreements/ client requirements for all major competitions, teams, venue naming rights and any other opportunities for commercial partnerships across Dublin GAA
- Build out a Dublin GAA commercial P&L, sales & marketing budget and reporting template

### Operational

- Take a varied approach to developing partnerships and set new standards for excellence in both negotiation and delivery of contractual agreements
- Drive the sponsorship communications lifecycle and take responsibility for the development of all relevant sponsorship data, including but not limited to attendances, TV viewing figures, social media awareness and resonance, consumer awareness research, wider market insights and trends
- Support, advise and collaborate with key sponsors from inception to execution on sponsorship activation to place Dublin GAA, its brand and values at the centre of partnership campaigns
- Create end-of-year reports for Dublin GAA and their sponsorship partners and provide them with insight and advice on how to maximise the benefits from their relationship
- Maintain an up-to-date sponsorship register for all sponsorship assets – sold and unsold
- Provide regular and timely updates/ reports on commercial revenues and performance to the CEO and the Management Committee
- Develop an ecosystem of Dublin GAA commercial supporters and build out a network for potential fundraising, sponsorship and support

### Marketing & Communications

- Develop and execute a marketing plan to maximise positive awareness of the Dublin GAA brand, matches and events to drive revenue
- Work with the Communications lead to constantly develop the Dublin GAA website, social media and other communication platforms - both digital and non-digital - to optimise online/offline/PR communication to our sponsors, patrons and supporters
- Expand and develop Dublin GAA communications channels
- Oversee the management of brand collateral and keep up to date brand guidelines for Dublin GAA
- Further build and grow the Dublin GAA supporter database that has a strong commercial value
- Lead and develop the commercial and marketing team
- Contribute effectively as a member of Dublin GAA's Leadership Team to wider strategy and management of Dublin GAA
- Undertake any other duties as may be reasonably assigned by the Dublin GAA CEO

### Essential Requirements:

- Third Level Qualification in a Business-related discipline
- Minimum of 5 years' experience in a marketing or commercial role
- Commercially aware with the ability to operate at a Senior Level and provide valuable financial insights
- Proven successful experience in procurement and negotiation of commercial partnerships and sponsor relationships
- Strong business and marketing experience and financial acumen
- Strong knowledge of the marketing, communication and PR/ media ecosystem in Ireland
- Strong understanding of digital marketing and communication channels
- Strong written and verbal communication skills
- Exceptional interpersonal skills and experience of building strong business relationships and working with multiple stakeholders



- An adaptable and flexible individual who has the ability to think strategically, devise and execute plans as well as have a hands-on approach to work
- Resilient and capable of dealing with pressurised situations and deadlines
- Strong leadership and influencing skills and ability to negotiate change within the organisation
- Ability to manage people/ resources and build and sustain good team relationships and manage conflict
- Strong organisational and analytical capabilities with attention to detail
- Demonstrated experience of effectively managing multiple projects and deadlines; evidence of adopting a hands-on approach to getting things done
- Excellent administrative and IT skills with a strong working knowledge of IT related packages and systems such as Microsoft Office (Excel, PowerPoint and Word)
- Enthusiastic and committed self-starter with a proactive approach to problem solving

#### **Desirable Requirements:**

- A passion for Gaelic Games and an understanding of the unique structures of the GAA
- Knowledge and understanding of Dublin GAA
- Possess a deep understanding of the commercial aspects of sport

#### **Your Application:**

Applications are to be submitted via email to [jobs@dublingaa.ie](mailto:jobs@dublingaa.ie) and must include:

1. A cover letter (max 2 A4 pages) outlining why you wish to be considered for the post and where you believe your skills and experience from either a professional or volunteer capacity make you a suitable candidate for this position.
2. A CV clearly showing your relevant qualifications, achievements and experience in your career to date and any other relevant volunteer experience.

**Deadline for applications: Monday, 18th August 2025 at 17:00.**

**Dublin GAA is an equal opportunities employer.**