



VACANCY

MARKETING AND BROADCASTING MANAGER

The Football Association of Malawi (FAM) is the national governing body of football in Malawi whose mission is to effectively organize, administer, develop, promote and control the game of football in Malawi consistent with FIFA rules and regulations. FAM is inviting applications from suitably qualified and experienced persons to fill the position of **Marketing and Broadcasting Manager** tenable at its Head Office in Blantyre.

The successful candidate will be reporting to the Commercial and Marketing Director.

Responsibilities

- Develop and implement marketing strategies to achieve FAM's Commercial objectives television and broadcasting business;
- Manage programming for broadcasting content of football live or recorded football matches on TV, Radio and various media platforms.
- Manage relationship with key stakeholders that are involved in the broadcasting of football matches by interfacing with them on a regular basis.
- Exploit new revenue streams that can be realised from football by optimising the rights and inherent benefits of football
- Develop new products and services through local and international football competitions to generate additional revenue for FAM and its membership.
- Build and exploit the national association's various brands
- Work with stakeholders and sponsors to generate maximum value from these partnerships
- Execute activation of sponsorship agreements
- Collect and analyse market data
- Maximise revenues associated with television broadcasting and other brands of the national association
- Collaborate with other departments to build the brands of the national association
- Support the Commercial and Marketing Director on other projects as required.
- Support the Commercial Director to develop and exploit revenue opportunities from FAM assets and business activities

- Develop marketing research objectives to help FAM meet its strategic goals;
- Ensure that customer and network relationships are maintained;
- Assist in identifying potential sponsors and corporate partners for the properties (competitions, programs, events) of FAM;
- Advise FAM in the exploitation of broadcasting (TV, radio and new media) rights from its national teams and competitions to achieve significant revenue and manage the relationships with the broadcasting media when contracts are agreed;
- Exploit FAM's website as an information / news source, football promotion tool and revenue generation vehicle;
- Ensure that all events of FAM are organized to a high standard to promote a positive image of FAM and its partners;
- Develop and implement training and educational programmes and tools for the Regional Associations, clubs and other associated bodies and assist them in carrying successful marketing activities.

Requirements

- Minimum of a Degree in Marketing, Business Management or any related field.
- Should have a background of product, services and communications marketing experience of not less than three years.
- Should have experience in managing marketing campaigns from concept to delivery.
- Should be able to demonstrate experience in building and developing commercial marketing plans and multiple deadlines.
- Should have experience in television broadcasting management.
- Should be computer literate.
- Must show high level of honesty and dedication.
- Must possess good communication skills.
- Eager to learn, demonstrating the willingness and capacity to acquire the necessary level of competence for the job.
- Maintains FAM's ethics and standards in all interactions within and outside the Organization.

Applications together with detailed and updated curriculum vitae with names of three traceable referees, and copies of certificates should be sent to the address below not later than **25th May 2021**.

The General Secretary
 Football Association of Malawi
 Mpira Village
 P.O. Box 51657
 Limbe.

Email: admin@fam.mw

Only short – listed applications shall be acknowledged.