Terms of Reference

Position Title : Media & Marketing Officer:

The Media & Marketing Officer is responsible for developing, implementing, and managing marketing and media strategies to promote the organization's brand, products, or services. The role involves overseeing digital marketing, public relations, social media management, content creation, and media relations to enhance visibility and engagement.

Marketing Responsibilities:

1. Develop and implement marketing strategies to increase brand awareness and market reach.
2. Conduct market research to identify trends, target audiences, and customer preferences.
3. Plan and execute promotional campaigns, including advertising, events, and product launches.
4. Manage digital marketing efforts, including SEO, PPC, email campaigns, and website updates.
5. Develop creative content for marketing materials such as brochures, newsletters, and advertisements.
6. Collaborate with designers, content creators, and external agencies for branding and promotional materials.
7. Track, analyze, and report on marketing campaign performance and ROI.

Media Responsibilities

1. Manage media relations by building and maintaining relationships with journalists, influencers, and stakeholders.
2. Draft and distribute press releases, media advisories, and corporate announcements.
3. Organize press conferences, media briefings, and interviews for company representatives.
4. Monitor media coverage and analyze public perception of the brand.
5. Handle crisis communication and reputation management.

Terms of Reference

Position Title : Club Licensing Officer:

The Football Club Licensing Officer will be responsible for overseeing and managing all aspects related to the licensing of football clubs. This includes ensuring that clubs comply with the established licensing criteria, conducting regular assessments, and providing guidance to clubs throughout the licensing process.

Objective:

- To manage the club licensing process, ensuring that clubs meet the required standards for participation in competitions.

Responsibilities:

Licensing Process Oversight:

- Develop, implement, and continuously improve the football club licensing process in accordance with national and international standards.
- Review and update licensing criteria as necessary to reflect changes in regulations and best practices.
- Support the Head of Competition in any additional tasks as required.

Club Evaluation:

- Conduct thorough assessments of football clubs to determine their compliance with licensing requirements.
- Work closely with relevant stakeholders to gather necessary information for the evaluation process.

Communication and Guidance:

- Serve as the main point of contact for football clubs seeking licensing information and guidance.
- Provide clear and concise communication to clubs regarding licensing procedures, requirements, and deadlines.

Documentation Management:

- Maintain a comprehensive database of all licensed football clubs, including relevant documentation and assessment reports.
- Ensure the confidentiality and security of sensitive information related to club licensing.

Reporting:

- Prepare regular reports on the status of club licensing, highlighting areas of compliance and non-compliance.
- Present findings and recommendations to Head of Competition and relevant governing bodies.

Training and Workshops:

- Develop and deliver training programs and workshops for club officials to enhance their understanding of licensing requirements.
- Stay informed about developments in football licensing and share updates with clubs as necessary.

Collaboration:

- Collaborate with other football-related departments and stakeholders to align licensing processes with broader organizational goals.
- Engage with national and international (AFC & FIFA) to ensure alignment with global standards.
- Support the Head of Competition in any additional tasks as required.

Documents Required

SN	Position	Documents required
1	Media & Marketing Officer	1. Application with resume 2. CID Copy 3. Security Clearance 4. Medical Certificate 5. Education qualification: General Degree Holder 6. Other relevant certificates if applicable 7. NOC (if currently employed)
2	Club Licensing	1. Application with resume 2. CID Copy 3. Security Clearance 4. Medical Certificate 5. Education qualification: General Degree Holder 6. Other relevant certificates if applicable 7. NOC (if currently employed)

- ❖ All the documents to be submitted in hard copy.