



VACANCY

SULOM SECRETARIAT

COMMUNICATIONS AND MARKETING OFFICER

The Super League of Malawi (SULOM) is an affiliate of the Football Association of Malawi mandated to promote, organize, and administer elite football in Malawi. In its quest to revive, reform, and rebrand the elite league into a more professionalized and vibrant league, SULOM has set up a secretariat whose office is situated at Ginnery Corner in Blantyre. SULOM would therefore like to invite applications from suitably qualified and motivated individuals for the vacant position of **COMMUNICATIONS AND MARKETING OFFICER**.

Role Summary

SULOM is looking for an individual who will lead the day to day communication and marketing activities of the football governing body.

Key Responsibilities

- Promotion of SULOM to raise league and awareness of its brand.
- Responsible for sales and marketing operations of SULOM
- Produce valuable and engaging content for SULOM digital platforms.
- Prepare content for the publication of marketing materials and oversee distribution.
- Enhance fan engagement experience before, during and after matches or league events.
- Maintain current and secure new commercial partnerships.
- Conduct market research to identify opportunities for promotion and growth.
- Support affiliated clubs with sales and marketing plans

Personal and Academic Specifications

- Degree in Communication, Marketing or any relevant field.
- A minimum of 3years experience of involvement in the football industry including risk management

- Must be registered with a relevant regulating career body
- Proven and traceable experience in communication and marketing
- Proven record in knowledge of the game of football
- Excellent knowledge of MS Office
- Thorough understanding of social media and web analytics
- Excellent communication and interpersonal abilities.
- Excellent organizational and multitasking skills
- Creativity and commercial awareness.
- A team player with customer-oriented approach
- Must be a self-starter
- Must be between the ages 25 and 40

Method of Application

All interested candidates who meet the above qualifications should submit their applications and these should include: a cover letter, detailed Curriculum Vitae with three traceable referees and certified copies of relevant qualifications to the following address:

The Chief Executive Officer

Super League of Malawi (SULOM)

Corner Chipembere Highway and Johnstone Road, Ginnery Corner

P.O. Box 675, Blantyre

Email: recruitments@sulommw.com copying ceo@sulommw.com

The closing date for applications is **Friday, 17 January 2025**. Only shortlisted candidates will be contacted. Late submissions will not be entertained.

SULOM is an equal opportunity employer.