

## Director of Marketing

### **Background:**

To develop and implement organisational-wide marketing strategies and be responsible for the day-to-day management of the organisation's activities in these key functional areas.

### **The role:**

The Director of Marketing serves as the primary marketing contact person for FISU under the authority of the FISU Executive Committee. The Director will receive direction, instruction and authority via the Secretary General of FISU.

### **Your main responsibilities:**

- Develop a marketing strategy for FISU that deliver's the organisations' strategic objectives and helps to increase participation, broader engagement with sport and revenues
- Ensure the marketing strategy builds on the values of FISU and delivers a consistent message
- Provide leadership to the marketing team ensuring all are custodians of the brand, to create a consistent message and compelling content across all channels
- Provide leadership and support, ensuring that individual business areas have the resources and capability to deliver target results
- Take appropriate corrective action when required, ensuring that the highest standards of quality and service are delivered
- Establish strong internal relationships and work collaboratively to harness skills and experience across the organisation in pursuit of commercial goals
- Introduce key marketing policies and processes to optimise engagement with the FISU brand
- Be accountable for the financial performance and functioning of the marketing department
- Ensure all FISU activities are consistent in maintaining brand objectives and to develop appropriate collateral marketing material promoting the FISU brand
- Work closely together with the Sport Directors, Branding & Marketing Manager and FISU Marketing Agency to ensure all sponsors are receiving their rights and are being serviced effectively to meet the needs of both parties
- Engage with all members and stakeholders ensuring open and fluid communication as well as assisting with commercial matters and sharing of best-practices
- Ensure FISU are leading experts in using sports content
- Act as an ambassador for FISU and promote its best interests at all times

- Undertake ad hoc duties according to the requirements of the post and needs of FISU
- Manage special events such launches of sponsorships, dinners, meetings, etc.

**Your experience and skills:**

*Knowledge*

- First degree in marketing
- Clear evidence of building excellent working relationships and operation effectively as a member of an executive leadership team
- An excellent understanding of all commercial elements and stakeholders within the sports industry, including media rights and especially at large events

*Skills*

- Dynamic, engaging and collaborative leader with a passion for getting the best out of people and teams
- Clear strategic thinking and planning
- Capability to work both strategically and at a detailed operational level
- Excellent communication and people skills, with the ability to work effectively across a broad range of stakeholder groups
- Strong inter personal skills including motivating, negotiating, influencing and networking nationally and internationally
- Ability to manage and motivate a small team of staff
- Fluent in English and French
- Proven ability to act as mentor/coach to colleagues, including support to develop professionally
- IT literate with a good understanding of IT based administrative control systems and an ability to develop and effectively manage administrative procedures, financial and other to the requirements of the role
- Work together with FISU Marketing agency for the preparation of the sponsorship packages

*Experience*

- Proven track record in working across marketing and branding
- Experience in working in Major Sports Events
- Experience in developing marketing strategy for Major Sports Events

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