

Manager, Events Commercial Department



Formed in 1921, the Fédération Equestre Internationale (FEI) is the governing body for all international events in Jumping, Dressage and Para-Equestrian Dressage, Eventing, Driving and Para-Equestrian Driving, Endurance, Vaulting and Reining. It establishes the regulations and approves equestrian programmes for Championships, Continental and Regional Games as well as the Olympic & Paralympic Games.

FEI promotes equestrianism in all its forms and encourages the development of the FEI equestrian disciplines throughout the world, keeping the welfare of the horse at the heart of all activities.

Today, the FEI has 133 members of National Federations and there are over 4,000 international events annually, including a number of FEI Championships and global FEI series. Over 90,000 riders and horses are registered and women and men compete as equals.

Over 85 FEI staff are working in FEI's Headquarters in Lausanne, ensuring the sport continues to grow and flourish, the rules are enforced, the results are processed, the international calendar is managed, and that the very values that are at the core of equestrian sport are safeguarded and promoted.

Purpose of the Role

The FEI is looking for a full-time Manager for its **Commercial Department**. Reporting to the Commercial Director, the candidate will manage a small team composed of two junior managers and an external consultant.

The selected candidate will be responsible to ensure effective operations at FEI Events in relation to the delivery of marketing rights, host broadcast and broadcast production, on-site merchandizing and event branding.

The position is based in Lausanne, Switzerland, with an immediate start date.

Key Responsibilities

Planning and reporting

- Manage the host agreements with Organising Committees and National Federations to ensure the implementation of commercial and broadcast rights at FEI Events
- Prepare a commercial operation plan for each FEI competition and align with Event Organizer and other relevant parties for effective delivery
- Prepare post-event reporting for each of the relevant FEI Events and share the reporting with the relevant stakeholders, e.g. sponsors and event organizers
- Ensure an effective commercial evaluation of FEI Named Events against consistent and standardized criteria
- Tracking and monitoring the allocated budget for relevant FEI Events
- Coordinate and manage the commercial aspects of the various FEI Bidding processes

Sponsorship coordination

- Oversee the implementation of the sponsor rights delivery for the various FEI Events
- Oversee the approvals for all relevant sponsor activation and branding at FEI events
- Liaise with and support the Event Organizer on various marketing related activities including hospitality, ticketing, trade stands, event communication, competition schedule and timetables, prize-giving protocols, opening and closing ceremonies, branding layout and set-up, etc.
- Liaise with the other departments of the FEI in relation to sponsors' rights delivery
- Oversee the on-site event management related to all commercial activities

Broadcast coordination

- In close coordination with the Senior Manager Broadcast, oversee the delivery of the Host Broadcast Services and ensure these are in accordance with the Hosting Agreement
- Liaise with the onsite production to ensure effective delivery of the FEI broadcast production at the FEI Events.

Merchandizing

- Plan FEI related merchandizing activities with the Event Organizers
- Oversee the implementation of any FEI Merchandizing at FEI Events

Event Branding

- Oversee the design, production, storage, maintenance, transportation and delivery of FEI branded materials through the relevant FEI suppliers
- Oversee the implementation of all FEI and FEI Sponsor branding at FEI named competitions
- Assess opportunities at Events for increased FEI brand exposure
- Align with Event Organizing Committees for branding opportunities in the build-up of the event, during and after the event

Position Requirements

- Master degree in business and/or marketing
- Perfect fluency in English, additional language an asset
- 5 years of relevant experience in the sport marketing industry
- On-site venue management experience and challenge solving attitude
- Excellent communication skills
- Team player with the ability to build good relationships with external parties and internal teams
- Ability to deliver to strict deadlines and to handle high pressure situations
- Close attention to detail and accuracy
- Strong knowledge of Microsoft Pack Office
- 25-40% travel required, including weekends
- Experience in equestrian is a plus

If you are looking for an exciting opportunity within an International Sports Federation, please send your complete application to recruitment@fei.org by Tuesday 20 February 2018.

The deadline to receive the applications has been extended to 12 March 2018.