

Manager, Media Rights and Broadcast Production

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 134 members of National Federations and there are over 4,500 international events annually, including a number of FEI Championships and global FEI series. Over 120,000 riders and horses are registered and women and men compete as equals.

Over 90 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

Based in Lausanne, Switzerland and reporting to the FEI Commercial Director, the Manager Broadcast Production and Media Rights defines, leads and oversees the broadcast production and media rights distribution around FEI events and FEI broadcast assets.

The position drives and ensures the continued growth of the sales and distribution of the FEI media rights on a global basis, manages accurate contract delivery and the further activation of the FEI content archive.

Key Responsibilities

Media rights distribution

- Develop FEI's media rights distribution strategy and constantly benchmark against industry developments;
- Oversee the further development and constant optimisation of the FEI broadcast product portfolio, evaluate and implement new content formats and assess new distribution channels;
- Grow global distribution of FEI media rights by extending existing deals and the acquisition of new clients through direct sales and the management of the FEI appointed sales and distribution agency;
- Ensure the technical delivery of the signal to the relevant media rights holders through the FEI partner for technical delivery;
- Provide adequate client servicing and ensure the fulfilment of minimum broadcast guarantees by FEI broadcast partners;
- Develop and keep up to date relevant media rights sales materials such as the FEI Broadcast Catalogue;

- Maintain an overview of the media rights agreements, ensure adequate invoicing and financial reporting;
- Ensure monitoring of FEI related coverage and oversee the reporting to relevant internal and external stakeholders;

Broadcast production

- Develop the broadcast production manual for the FEI events, ensure FEI broadcast requirements are included in the Host Agreements and supervise implementation;
- Monitor trends and continuously update the production broadcast manuals with best practices for the equestrian sport;
- Supervise the FEI onsite production agency and ensure host broadcast is in accordance with the requirements;
- In line with applicable legislations and broadcast regulations, e.g. European Broadcasting Union (EBU), and in close coordination with the FEI Timekeeping and data-handling partner, manage and further develop the broadcast graphics and other on-screen graphics applications;
- Coordinate with Olympic Broadcasting Service (OBS) to enhance the Olympic Games broadcast production with the aim to deliver the best possible coverage for the Equestrian sports;

Position Requirements

- Bachelor's degree in media, marketing or communication
- A proven track record in international media rights sales for sports or entertainment and excellent skills in contract negotiation
- Understanding of the distribution technologies, host broadcast and broadcast production for sports events. Experience in the equestrian media rights and broadcast production for equestrian events considered an advantage
- Working knowledge of archiving systems, archive rights licensing and rights management
- Thorough understanding of the global media landscape , including fundamental legal aspects related to sports rights
- Strong attitude towards high quality, excellence in delivery and 'client-first' thinking
- Fluency in English, any other language is an asset

If you are looking for an exciting and challenging opportunity, please send your complete application to the following [email address](#).