



## Marketing Manager, Commercial Department

Formed in 1921, the Fédération Equestre Internationale (FEI) is the governing body for all international events in Jumping, Dressage and Para Dressage, Eventing, Driving and Para 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 athletes and horses are registered and women and men compete as equals.

Over 95 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 successful candidate will be responsible for developing effective event promotion campaigns, developing the FEI brand and ensuring adequate market research. The Manager will ultimately be responsible for increasing sponsoring value for the FEI by increasing awareness of FEI Events, building brand equity and producing appropriate marketing research. In a nutshell, the candidate will contribute to the creation and further development of commercial and marketing strategies and manage relationships with internal & external stakeholders.

Reporting to the Commercial Director, this role is based in Lausanne and the starting date is to be agreed upon but ideally as of **1 October 2019**.

### Key Responsibilities

#### Branding

- Strategic development and ongoing refinement of the FEI corporate and event brand identity and positioning;
- Develop the FEI visual brand identity in close coordination with Organising Committees;
- Manage and develop the FEI brand architecture and the FEI corporate design;
- Develop and enhance guidelines for the use of the FEI event marks for the different stakeholder groups;
- Oversee the development of additional brand assets;



- Ensure consistent use and implementation of brand design through all FEI channels, including establishing brand approval processes; and
- Oversee the brand approval process and ensure effective management of the brand assets through a digital brand access system.

## Marketing

- Build narratives for series and coordinate effective story-telling across all platforms in collaboration with relevant FEI Departments;
- Find opportunities for event and ticket promotions with FEI Sponsors and Broadcasters;
- Support Event Organisers in developing event promotion plans;
- Develop event promotion manuals for effective knowledge transfer;
- Arrange the provision of content to Event Organisers to support in event promotion;
- Organise participation at events to promote the FEI Marketing Programme; and
- Plan and execute all FEI marketing related publications including post-event reporting for FEI Sponsors and Event Organisers.

## Research

- Oversee and further develop the FEI Marketing Research Programme, including sponsor research and broadcast monitoring; and
- Further increasing the value of the FEI Market Research Programme in close coordination with the FEI Communications Department, leverage market research results to generate PR for the FEI and FEI Events in the media (trade and mainstream).

## Position Requirements

- Ability to manage marketing and brand related projects with proven expertise in marketing and branding;
- Experience in managing cross-channel consumer advertisement campaigns’;
- Experience in end-consumer focused industries. Affinity with sports is a plus;
- Strong business acumen with results oriented skills;
- Affinity with digital marketing and social media engagement campaigns’;
- Bachelor and/or Master degree in business, marketing, branding or similar field;
- Excellent interpersonal skills and ability to work effectively as a member of a fast-paced team;
- Creative;
- Ability to deliver to strict deadlines and to handle high pressure situations;
- Close attention to detail and accuracy;
- Fluency in English. Additional language is an asset; and
- Strong knowledge of MS Office and Photoshop.

You will be working in first class facilities, downtown Lausanne, accessible from public transportation within minutes from Lac Léman. We will be happy to present you other benefits we offer.

If you meet the above requirements, **We want you!** We are a dynamic Sports Federation and we would gladly receive your application at: [recruitment@fei.org](mailto:recruitment@fei.org)