

JOB TITLE: Marketing lead

REPORTS TO: Executive Director

RESPONSIBLE FOR: Marketing strategy, management and operations

TYPE OF CONTRACT: Full-time

WORKING HOURS: 40h / week

LOCATION: Possibility for flexible working arrangements with need to travel on regular basis to the European Aquatics HQ (Nyon, Switzerland) and across Europe

START DATE: Position to be filled as early as possible

European Aquatics is the European governing body overseeing aquatics sports (Swimming, Open Water Swimming, Artistic Swimming, Diving, High Diving, Water Polo).

The Marketing lead is in charge of developing and executing marketing strategies to promote the organization's events, initiatives, and brand.

He/she plays a crucial role in promoting the organization's events, enhancing fan engagement, and driving revenue through strategic marketing initiatives His/her expertise will be crucial in elevating the profile of the organization, expanding its reach, and enhancing the overall fan experience.

Key tasks and responsibilities

The position holder will contribute to the achievement of the strategic plan and objectives of the organization through the following:

- Marketing strategy development
 - Develop and implement comprehensive marketing plans aligned with the organization's strategic plan and objectives.
 - Identify target audiences, market segments, and key messaging for effective promotion of events and programs, including collaboration with European Aquatics stakeholders (Athletes and Member Federations, partners, etc.)
 - Collaborate with the other departments to integrate marketing efforts across various platforms and initiatives.
- Event Promotion and Management
 - Oversee the marketing and promotion of sports events, championships, tournaments, and initiatives.
 - Create marketing campaigns to drive ticket sales, increase attendance, and enhance fan experiences.
 - Coordinate with event organizers, venues, and partners to ensure successful execution of marketing plans.



- Sponsorship and Partnership Management
 - Identify and secure sponsorship opportunities with brands, companies, and organizations.
 - Negotiate sponsorship agreements, contracts, and partnership terms to maximize revenue and brand exposure.
 - Develop and maintain strong relationships with sponsors, ensuring fulfilment of obligations and benefits.

- Brand Development and Management
 - Enhance the organization's brand image, positioning, and value proposition in the sports industry.
 - Implement branding guidelines, standards, and messaging consistency across all marketing materials.
 - Create compelling content, campaigns, and activations that resonate with fans and stakeholders.

- Digital Marketing and Fan Engagement
 - Oversee digital marketing initiatives, including social media campaigns, email marketing, and website content.
 - Develop engaging social media strategies to grow fan base, increase interactions, and drive online engagement.
 - Utilize analytics tools to measure digital marketing performance, track fan behaviour, and optimize strategies.

- Market Research and Analysis
 - Conduct market research, surveys, and analysis to understand fan preferences, trends, and behaviours.
 - Monitor industry trends, competitor activities, and best practices in sports marketing.
 - Use data-driven insights to make informed decisions, adjust strategies, and improve marketing effectiveness.

- Budget Management and ROI Analysis
 - Develop and manage marketing budgets, ensuring cost-effectiveness and allocation of resources.
 - Track and analyse ROI of marketing campaigns, sponsorships, and promotional activities.
 - Prepare regular reports, presentations, and updates for senior management and stakeholders.

Qualifications, experience & personal characteristics

- Master's degree or similar higher education in Marketing, Business Administration, Sports Management, or related field (or equivalent work experience).



- Proven experience in sports marketing, sponsorship, event promotion, or related roles within the sports industry.
- Strong understanding of marketing principles, strategies, and best practices, with a focus on sports marketing.
- Deep knowledge and passion for sports, understanding of sports culture, fan behaviour, and industry trends.
- Experience in developing and executing successful marketing campaigns, sponsorships, and partnerships.
- Excellent negotiation skills with the ability to secure and manage sponsorships and partnerships.
- Proficiency in digital marketing tools, social media platforms, email marketing, and web analytics.
- Creative thinking, with the ability to develop innovative marketing ideas and campaigns.
- Analytical mindset with the ability to analyse data, derive insights, and make data-driven decisions.
- Familiarity with sports media landscape, PR strategies, and media relations.
- Exceptional communication skills, both written and verbal, with the ability to engage diverse audiences.
- Strong project management skills, with the ability to manage multiple projects and deadlines.
- Strong communication skills with the ability to collaborate effectively in a fast-paced, deadline-driven environment.
- Flexibility to work irregular hours, including evenings, weekends, and holidays, to support live broadcasts and events.
- Fluent in oral and written English. Additional languages are an asset.

Additional

- Self-motivation and positive attitude
- Solution-oriented
- Show integrity and fairness, be equitable and ethical in approach. Protect confidential information, adhere to policies and demonstrate loyalty to sport and a high-performance organization
- Strong sense of responsibility and ability to complete tasks with minimal supervision (after an appropriate induction period), proactivity
- Good organizational and time management skills
- Ability to research, analyze and present material clearly and concisely
- Attention to detail
- Flexibility and adaptability to juggle a range of different tasks

Salary & details

The annual gross salary (before deduction of compulsory withholding tax and social security contributions) will be commensurate to the specific qualification of the successful candidate and payable in thirteen monthly instalments at the end of each month.

- We are an equal opportunity employer.



- We do not discriminate based on race, religion, skin colour, sex, age, national origin, or disability. The successful candidate will be hired for an indefinite period of time, with a probation period of 3 months.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and may be amended from time to time in the light of the changing needs of the organisation, through appropriate processes of consultation and the mutual agreement of both parties.

We appreciate all applications, however, only candidates successfully meeting the job requirements will be contacted for the next stage of the selection process. Thank you for your understanding.

Applications are to be sent via e-mail to the following e-mail address: **lenoffice@len.eu**