

Marketing, Media & Communication Director

FISU/Lausanne

Extra information goes here

23/08/2017



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| Function Area: | Marketing, Media and Communication | Function Type: | Management | Position Level: | x |
| Operational Field: | Marketing, Media and Communication | Operational Area: | International | Business Type: | Full time |

Mission

To further increase FISU's visibility in the marketing, media and communication, the corporate world and with candidate host cities. To provide communication devices, public relations and media strategies for FISU. To develop and implement organisational-wide Marketing, Communications and Media strategies, and be responsible for the day-to-day management of the organisation's activities in these key functional areas. To secure a significant and consistent media coverage for the coming years.

Dimensions

The Director of Marketing, Media and Communication serves as the primary marketing & media contact and press spokesperson for FISU under the authority of the FISU Executive Committee. The Director will receive direction, instruction and authority via the Secretary General of FISU.

Full responsibility:

- To develop a marketing and communications strategy for FISU that deliver's the organisations' strategic objectives and helps to increase participation, broader engagement with the sport and revenues
- To ensure the marketing strategy builds on the values of FISU and delivers a consistent message
- To provide leadership to the Marketing, Communications and Media teams to ensure they are all custodians of the brand, creating consistency of message and the creation of compelling content across all channels
- To provide leadership and support to ensure that individual business areas have the resources and capability to deliver their results, takes appropriate corrective action where required, ensuring that the highest standards of quality and service are delivered
- To establish strong internal relationships and works collaboratively to harness skills and experience across the organisation in pursuit of commercial goals
- To introduce key marketing policies and processes in order to optimise engagement with FISU brand
- To be accountable for the financial performance of the marketing function
- To ensure all FISU activities are consistent in maintaining brand objectives and develop appropriate collateral marketing materials to promote the FISU brand

- To direct and execute the Media relations/communications strategy for the whole organisation in a way that maintains and enhances the organisation's reputation in the market
- Together with the Media and Communication manager to lead and develop all internal and external communications for FISU
- To work closely together with the Media and Communications department to deliver a consistent message to the public as well as all partners and stakeholders
- To 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
- To engage with all members and stakeholders to ensure communication is open and fluid as well as assisting with commercial matters and sharing of best-practice

Shared responsibilities:

- To ensure FISU are leading experts in using sports content to secure maximum benefit for the fans across digital platforms inclusive of web, mobile, social, content and live digital experiences
- Act as an ambassador for, and promote the best interests of, FISU at all times
- To undertake such other duties as maybe required from time to time as are consistent with the responsibilities of the post and the needs of FISU
- To manage special events such as sponsor launches, dinners, meetings, etc.

Competencies

Knowledge

- First degree in marketing, communications and media
- 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 group
- Strong inter personal skills including motivating, negotiating, influencing and networking nationally and internationally
- Ability to manage and motivate small team of staff

JOB PROFILE:

VALID FROM:

RESPONSIBLE:

- 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

Experience

- Experience in working across marketing and communications with a comprehensive background in media and digital content
- Experience in both the development and delivery of a 360[®] communication, media and press strategy
- Experience and understanding in the important role technology plays in effective communication and media relations
- Experience in working in Major Sports Events
- Experience in developing marketing strategy for Major Sports Events

Capabilities

Management functions

For these functions, the four Leadership Capabilities; Drive, Focus, Impact, Guide are mandatory

All other functions

Please mark a maximum of six critical capabilities for this function

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| Initiative | <input checked="" type="checkbox"/> | Ability to Learn | <input type="checkbox"/> | Assertiveness | <input type="checkbox"/> |
| Results Orientation | <input type="checkbox"/> | Ability to Analyse | <input checked="" type="checkbox"/> | Communication Skills | <input checked="" type="checkbox"/> |
| Creativity | <input checked="" type="checkbox"/> | Strategic Orientation | <input checked="" type="checkbox"/> | Networking Skills | <input checked="" type="checkbox"/> |
| Change Orientation | <input checked="" type="checkbox"/> | Organizing and Quality Orientation | <input type="checkbox"/> | Customer Focus | <input checked="" type="checkbox"/> |
| Motivation and Inspiration | <input checked="" type="checkbox"/> | Coaching and Mentoring | <input type="checkbox"/> | Team Skills | <input checked="" type="checkbox"/> |
| Situational Sensitivity | <input type="checkbox"/> | Decision Making | <input checked="" type="checkbox"/> | | |