

JOB DESCRIPTION

Job/Role Title:	Marketing and Hospitality Executive
Reporting to:	Director of Brand and Marketing
Location:	WS OFFICES (with extensive travel requirements)

Background

World Sailing is the world governing body for the sport of sailing, officially recognised by the International Olympic Committee (IOC).

World Sailing is responsible for:

- the promotion of the sport internationally;
- managing sailing at the Olympic and Paralympic Games;
- developing the Racing Rules of Sailing and regulations for all sailing competitions;
- the training of judges, umpires and other administrators;
- the development of the sport around the world; and
- representing the sailors in all matters concerning the sport.

The principle members of World Sailing are the 145 'Member National Authorities' (MNAs) and the 100+ 'Class Associations'.

We have a clear and ambitious vision:

A world in which millions more people fall in love with sailing; inspired by the unique relationship between sport, technology and the forces of nature, we all work to protect the waters of the world.

Our mission:

To make sailing more exciting and accessible for everyone to participate or watch, and use our reach and influence to create a sustainable future for our sport and the waters of the world.

The Brand & Marketing team has a broad set of responsibilities, delivering crucial support to the key activities of the wider organisation and managing the promotion of the sport of sailing, including:

- Sponsorship: supporting the onboarding of commercial partners and servicing these partners, ensuring their rights are delivered across World Sailing's activities and events, and working with them to grow and develop the sport.
- Brand and Marketing: ensuring the effective presentation of the brand across World Sailing owned and wider stakeholder touchpoints, working to make sailing more visible, easier to understand, more relevant to more people, more accessible and more sustainable.
- Hospitality: delivering experiential hospitality packages for key partners at World Sailing's elite sailing events.

Key Responsibilities

To support the Director of Brand and Marketing across:

Hospitality

- To play a key role in the planning and delivery of corporate hospitality programmes and guest management fulfilment for commercial partners at World Sailing owned events, including planning, setup and management of hospitality 'Home of Sailing' lounge and on-water activations.

Brand and Marketing implementation / development

- To support the effective implementation of World Sailing's brand across multiple platforms, touchpoints and requirements, ensuring assets are used in the right way internally and externally, and supporting the creation of internal and external marketing collateral (bid documents, manuals, templates, presentations etc.).

Events delivery

- To deliver against commercial, marketing and branding requirements at events (covering ceremonies, branding, partner activation, engagement activities etc.), ensuring the WS brand assets are used effectively and ensuring partner rights are delivered and protected across World Sailing owned events and conferences.
- To support the planning and delivery of programmes of activity at World Sailing Conferences, as required. This could include supporting delegate registration and database management, AV support, content management, social events, logistics and partner activation.

General:

- To provide project management support across hospitality and events, managing task lists, work-in-progress reporting, scheduling, organising facilities and evaluation etc.
- To support the team on a broad range of marketing, branding and partner activation requirements and projects, as required. These could include consumer and event impact research studies, merchandise creation, the eSailing World Championship etc.
- To provide on-event support, requiring regular international travel.
- To support effective internal and external stakeholder engagement associated with delivery of all above, including liaising with external partners and suppliers to deliver key projects.

Role

This is a role that will require a broad skill set in all aspects of marketing and event delivery. The Director of Brand and Marketing requires support in delivering an extensive annual programme of activity. This role will therefore require a can-do attitude to getting work done,

the ability to multi-task, prioritise and time plan effectively, and the intuitive understanding of what it takes to deliver a broad list of requirements under pressure and to a high standard.

This individual will work closely with the Director of Brand and Marketing, as well as the Commercial Director. This is a role where responsibilities touch on all aspects of World Sailing's activities so you will need to build effective relationships internally and externally with a broad stakeholder family.

Excellent communication skills, very high attention to detail and a focus on high standards of delivery are all essential. Alongside proactively planning, you must be able to react swiftly to changing circumstances, both using your initiative and taking direction as required.

As a team, we are very hands-on. We are all prepared to roll up our sleeves and get the job done – everything from creating high-end presentations for our partners, to ensuring the coffee machines are working in the hospitality lounge. A keen eye for 'what good looks like' is crucial.

Relationships & Interfaces

Strategic reporting to:

- Line Manager – Director of Brand and Marketing

Support & Guidance to:

- Wider Commercial, Marketing and Communications team
- Key Partners
- Event hosts
- World Sailing staff

Personal Attributes & Experience

Essential experience:

- 3-5 years previous experience working in Marketing and Events
- Experience delivering large, broad programmes of activity, with multiple stakeholders
- Experience delivering hospitality or other social events
- Experience creating marketing collateral (dealing with designers, printers etc.)
- A track record for meeting and exceeding goals within strict timeframes

Essential skills:

- Excellent command of written English (official language of World Sailing)
- Excellent interpersonal and communication ability, both verbal/presentation and in writing
- Attention to detail, e.g. grammatical, spotting mistakes, ensuring publication of correct information
- Ability to prioritise effectively and multi-task across a number of work streams

- Ability to work within digital platforms such as guest management systems, event app or rights management toolkits
- Event production and AV knowledge helpful, however, not essential
- Good IT skills (Microsoft Office)
- Ability to build and maintain good relationships at all levels
- Strong project management, budgeting and planning skills
- Completely comfortable working irregular hours and extensive international travel
- Languages: A second European language is helpful
- Full driving licence

Helpful:

- Adobe Creative Suite (Indesign) would be an advantage

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