

## JOB DESCRIPTION

<b>Job/Role Title:</b>	<b>Head of Marketing and Sponsorship</b>
<b>Reporting to:</b>	<b>Commercial Director</b>
<b>Location:</b>	<b>WS OFFICES (with international travel requirements)</b>

### Background

World Sailing is the world governing body for the sport of sailing, officially recognised by the International Olympic Committee (IOC). The principle members of World Sailing are the 145 'Member National Authorities' (MNAs) and the 100+ 'Class Associations'.

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.

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 Commercial and Marketing team has a broad set of responsibilities, focused on securing, developing and servicing key revenue streams, delivering crucial support to the key activities of the wider organisation and supporting the promotion, growth and overall sustainability of the sport of sailing, through:

- **Brand and Marketing:** ensuring the effective presentation of the brand across World Sailing owned and wider stakeholder touchpoints and events, working to make sailing more visible, easier to understand, more relevant to more people, more accessible and more sustainable.
- **Sponsorship:** onboarding and servicing of commercial partners, ensuring their rights are delivered across World Sailing's activities and events, and working closely with them to enable successful activation of the partnership through varied activities such as customer and employee engagement initiatives, brand visibility, media reach and sustainability projects.
- **Strategic Partnerships:** identifying and nurturing opportunities for strategic collaboration (with special events, global sporting bodies, key NGOs and International organisations such as the United Nations, etc.) to help promote and grow the sport worldwide and set standards in sustainability.
- **Purpose Projects:** define, deliver and fund, through corporate sponsorship or charitable funding, key purpose and sustainability projects, to deliver against objectives of World Sailing's Sustainability Agenda and improve and amplify the work of our partners.

## Key Responsibilities

All aspects of brand, marketing and sponsorship delivery, including:

### Brand & Marketing

Management of the World Sailing Brand across all platforms and touchpoints

- To adopt the role of 'Brand Guardian' to ensure the naming, identity and messaging of World Sailing is implemented effectively, across a broad brand and event architecture, educating stakeholders on usage, and supporting the Graphic Designer on design application across varied projects and requirements.
- To support the wider World Sailing team in their activities – ensuring improved, effective presentation of the brand and using your marketing expertise to help colleagues present their strategies and activities in effective ways. This could involve campaign planning, advising colleagues on best practice for collateral or communications, assisting colleagues in the drafting of presentations, assisting with high-level messaging and document layout, proofreading/copyediting/copyrighting, design etc.

### Commercial Programme

Support in the onboarding and servicing of key partners

- To support rights definition and contracting
- To deliver the management of key accounts and prospect pipelines, supporting acquisition and growth of existing partnerships, identifying key opportunities for collaboration and activation tailored to partner objectives or shared values.
- Develop and manage a sales pipeline for new sponsors and partners
- To oversee the effective implementation of partner brands and assets across World Sailing platforms and touchpoints, ensuring partner rights are delivered and protected, and assets are used in the right way internally and externally. Additionally, working with event hosts to integrate and balance World Sailing partner rights alongside domestic host partner rights.
- Assist other World Sailing departments to exploit commercial opportunities and potentials.

### Events Delivery

Support the planning and delivery of portfolio of events

- To support the delivery of WS-owned sailing events, including articulation of brand/commercial elements of bid documents, contracting, site visits if required, brand plan creation and approvals, delivery of WS's and partners' rights, activation planning for partners and public engagement, opening and closing/prize-giving ceremonies, hospitality/bespoke programmes.
- To play a key role in the delivery of the World Sailing Annual Conference – a complex 9-day Conference with c500 stakeholders from the world of sailing. Responsibilities would include being part of the overall event coordination team, high-level planning, budget management, content management (Forums, AGM, Council), production (AV, show direction), sponsorship activation, creation and delivery of brand plan.
- To lead the delivery of The World Sailing Awards – the social highlight of the Conference – alongside the wider team. Responsibilities would include theme design and stage set, format planning, running order and script management, show direction, host and speaker briefings, awards creation, liaison with sponsors.

#### Strategic Projects

Assist in the delivery of key projects or activities

- eSailing – a key fan engagement and revenue generation initiative with huge scope for growth
- Digital transformation project – an ongoing website and digital project to massively overhaul sailing.org as well as multiple business processes within World Sailing, with scope to extend project following initial launch phase
- Ad hoc research requirements – economic impact reporting of events, market research into participation in the sport

#### General

- Management / monitoring of key budgets
- Line Management and development of team: Brand and Marketing Executive, Graphic Designer, and Partnership Programme Manager
- Work alongside the Head of World Sailing Trust and Head of Sustainability.
- Managing and liaising with network of freelancers and agencies as relevant, including designers, printers, large-format production etc.

### Role

The Head of Marketing and Sponsorship will have full responsibility for the leadership of brand and marketing, will work closely with the Commercial Director to deliver against key commercial objectives and will work collaboratively with the wider World Sailing team.

The role requires a high level of political awareness and navigation skills in order to manage the varied needs of key stakeholders; you will need to be able to multi-task efficiently and resolve problems under pressure. It is a role that requires the ability to build effective relationships internally and externally with a broad stakeholder family.

The role is very hands-on and a keen eye for 'what good looks like' is crucial. This role will 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. Excellent communication skills, excellent written skills, very high attention to detail and a focus on high standards of delivery are all essential.

The role requires a broad skillset and experience across brand management, marketing and sponsorship, and previous experience at a management level is essential. Agency experience is preferred.

## Relationships & Interfaces

### Strategic reporting to:

- Commercial Director (Line manager)
- The CEO / Board of Directors

### Line Management of:

- Brand and Marketing Executive
- Partnership Programme Manager
- Graphic Designer

### Support & Guidance to:

- Commercial and Marketing team
- Communications team
- Key Partners
- World Sailing staff

## Personal Attributes & Experience

### Essential experience:

- 6+ years previous experience working in Brand Management and Sponsorship programme delivery
- Experience in managing and developing team
- Experience in client-facing / partner-facing role
- Experience delivering broad programmes of activity, with multiple stakeholders
- Experience coordinating events / showcases
- A track record for meeting and exceeding goals within strict timeframes

### Essential skills:

- Experience developing and/or implementing brand identity and messaging
- 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
- Event production and AV knowledge
- Good IT skills (Microsoft Office)
- Ability to build and maintain good relationships at all levels
- Strong project management, budgeting and planning skills
- Comfortable with international travel
- Languages: A second European language is helpful
- Full driving licence

### Helpful:

- Adobe Creative Suite (Indesign) would be an advantage
- Ability to use CMS systems such as WordPress
- Sailing or International Federation experience

