



EURO 2024 Licencing Coordinator

WE CARE ABOUT FOOTBALL

Job information

Division / Unit: Marketing / Sponsorship & Licencing

Contract type: Fixed Term

Start date: 02.08.2023

End date: 31.07.2024

Location: Nyon

Main goal

To oversee the UEFA EURO 2024 licensing programme managed on a day-to-day basis by CAA11 in order to ensure consistency with UEFA's national team football licensing strategy and maximise the return on investment for UNTF licensing partners.

Key responsibilities

- Ensure the successful delivery of the eEURO by collaborating closely with the game publisher, CAA account management and participating NAs
- Liaise between UEFA's brand management team and CAA11 account management in relation to product approval
- Liaise with internal stakeholders on the delivery of certain commercial rights, such as Hublot referee watches and fourth official boards, adidas goal nets and corner flags
- Ensure that the as many licensed products as possible feature in UEFA's promotional plans
- Liaise with the CRM and social media teams to maximise the exposure and results of partner digital campaigns

Profile

Experience required:

- from 1 to 3 years' relevant experience in licensing, business or digital management

Education:

- Masters In a related subject, such as marketing, business or digital management

Languages:

- English / Proficient
- German / Proficient

Additional requirements:

- MS Excel / Advanced
- MS PowerPoint / Proficient

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- MS Word / Advanced
 - Project Management / Intermediate

