



EURO 2024 Sponsorship Coordinator

WE CARE ABOUT FOOTBALL

Job information

Division / Unit: Marketing / Sponsorship & Licencing

Contract type: Fixed Term

Start date: 01.07.2023

End date: 31.07.2024

Location: Nyon

Main goal

Sponsorship is an important part of UEFA's marketing and commercial strategy, and sponsorship partners play a vital role in all UEFA competitions thanks to their financial support and their promotional potential worldwide. The Sponsorship Coordinator works on the development of UEFA's national team football sponsorship programme, from sponsor contracting and sponsor rights delivery to agency management and sponsor account management. In addition, the Sponsorship Coordinator is responsible for supervising implementation of the sponsorship programme for assigned partners, overseeing their marketing operations and promotional activities, and representing their interests throughout the season.

The role requires excellent knowledge of UEFA's commercial strategy, UEFA's marketing platform objectives, sponsorship agreements, sponsors' rights and obligations, and UEFA's digital strategy. Equally, the role requires great knowledge of the digital marketing and media landscape, as digital activations have become a key pillar of sponsorship.

Key responsibilities

- Coordinating UEFA's national team football sponsorship programme under the leadership of the Sponsorship Specialist
- Overall project management in relation to sponsorship for the men's UEFA EURO 2024 and UEFA European Qualifiers
- Supporting the management of agencies in charge of account management
- Contributing to budget management
- Coordinating client servicing, sponsor meetings, reporting, workshops and budgeting for assigned UEFA national team football sponsors
- Liaising between sponsors, CAA11 and the Commercial Operations unit, ensuring that all parties fully understand the commercial rights to be delivered

Profile

Experience required:



- at least 3 years' experience in the international sports industry, dealing with agencies, clients, sponsors, national associations or clubs

Education:

- Bachelor's or master's in marketing or business management, ideally specialising in sports marketing

Languages:

- English / Proficient

Additional requirements:

- Budget Management / Advanced
- MS Office / Advanced
- Project Management / Advanced
- Excellent communication skills
- Ability to influence decision-makers using expert knowledge and credible arguments
- Excellent presentation skills
- Natural leadership and ability to gain respect from sponsors, colleagues, agencies and other stakeholders
- Solution-oriented
- Service-oriented
- Good organisational skills and attention to detail, with ability to see the bigger picture
- Interested in sport in general and football in particular
- Willing to travel

