

JOB ADVERT



The European Volleyball Confederation (CEV) is the institution responsible for governing 56 National Federations throughout Europe and is recognised as such by the Fédération Internationale de Volleyball (FIVB).

Our ultimate goal is to promote Volleyball and Beach Volleyball and to raise the status of our sport to a higher level. Whether the game is played indoors or on sand, Volleyball connects and brings people together from children playing in their free time up to professional and elite athletes.

We cultivate a strong sense of togetherness with all stakeholders, the Member National Federations, their national leagues, clubs, players, coaches, organisers and other partners of European Volleyball, from grassroots level to the top events.

We are currently looking to recruit a:

CRM Manager

Location:	Luxembourg headquarters
Type of contract:	Full time - Permanent
Department:	Digital & TV Department
Reporting to:	Digital, Content & OTT Manager
Salary:	Competitive
Start date:	ASAP

The Role

The European Volleyball Confederation (CEV) is seeking a highly analytical and strategic CRM Manager to join the Digital & TV Department. You will be the primary architect of our fan data ecosystem. Your core mandate is to significantly grow the CEV fan database, develop sophisticated email marketing automations, and build hyper-segmented audiences. You will utilize gamification tools (such as Engage Engine) and high-value incentives to convert anonymous digital traffic into known, monetisable contacts, directly driving OTT subscriptions, ticket purchases, and commercial revenue.

Key Responsibilities

Database Growth & Data Capture Strategy:

- Develop and execute a comprehensive, multi-channel strategy to significantly grow the CEV fan database, targeting key European and Global markets with demographic and interest segments.
- Take full ownership of our gamification and data-capture platforms (e.g., Engage Engine) and design interactive campaigns.
- Optimise website data capture points, landing pages, and lead-generation funnels to maximise conversion rates.

Email Marketing & Automation:

- Manage the end-to-end creation, scheduling, and deployment of all CEV email communications, including newsletters, promotional offers, and event announcements.
- Design, build, and maintain automated email journeys (e.g., welcome series, abandoned cart for OTT, subscription win-back campaigns, birthday offers).
- Conduct continuous A/B testing on subject lines, content layouts, and call-to-actions to improve open rates, click-through rates, and overall conversion.

Segmentation & Targeting:

- Build and maintain a highly structured and segmented database, ensuring data hygiene and compliance with GDPR regulations.
- Categorise fan based on granular data points including geography, favoured national teams, preferred clubs, and past purchasing behaviour (e.g., PPV buyers vs. annual subscribers).
- Utilise this segmentation to deploy hyper-targeted, localised marketing campaigns that increase fan engagement and reduce subscriber churn.

Reporting & Commercial Insights:

- Provide comprehensive monthly performance reports detailing database growth metrics, email campaign performance, and subscriber acquisition costs.
- Generate custom commercial reports for the leadership team and Commercial Department, proving the monetary value of our segmented audiences.
- Translate raw data into actionable insights, advising the Digital & TV team on which fan segments offer the highest potential for commercial monetisation.

Qualifications & Skills

- Three to five years of proven experience in CRM management, email marketing, or digital growth marketing (sports industry experience is highly desirable but not mandatory).
- Extensive hands-on experience with enterprise CRM and email marketing platforms (e.g., HubSpot, Incrowd, Mailchimp, Salesforce Marketing Cloud, ActiveCampaign).
- Proven track record of designing and executing successful lead-generation and data-capture campaigns (experience with gamification tools is a strong plus).
- Strong analytical skills with the ability to interpret data, identify trends, and translate metrics into strategic business recommendations. Familiarity with Google Analytics.
- Deep understanding of GDPR and data privacy best practices regarding the collection and management of consumer data.
- MBA, MSc, or equivalent degree in Marketing, Business Analytics, Data Science, Digital Media, or a related field.
- Excellent level of English in both speaking and writing. Additional European languages are a significant asset for localised campaigns.
- Basic knowledge of HTML/CSS for email template customisation is highly preferred. High proficiency in Excel/Google sheets for data manipulation.

Soft Skills & Profile

- Highly analytical mindset with a relentless focus on conversion metrics and ROI.
- Excellent organisational skills and the ability to manage multiple complex campaigns simultaneously under tight deadlines.
- A proactive problem-solver who continuously seeks out new technologies and strategies to improve database growth.
- Strong collaborative spirit, able to work seamlessly with content creators, data analysts, and commercial teams.
- An independent, results-oriented professional ready to take full ownership of the CEV's digital fan relationship strategy.

If you are a highly talented professional, wishing to further your career in an exciting, professional and international environment, we encourage you to send your **CV and motivational letter (ML)* in English** to:

Confédération Européenne de Volleyball
Mrs Annemiek van Baarsen – Head of HR – jobs@cev.eu

Deadline for Applications: 30 October 2026

****Please save your documents as follows: Last name-first name-CV and Last name-first name-ML.***