Founded on 14th April 1900 in Paris, the Union Cycliste Internationale (UCI) is the world governing body for cycling. Its mission is to develop and supervise cycling in all its forms and for everybody, as a competitive sport, as a healthy recreational activity and as a means of transport. Additionally, the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. It is based in Aigle, Switzerland, at the UCI World Cycling Centre.

The UCI is looking for a:

Marketing & Commercial Manager (100%) English – French

Mission:

Under the supervision of the Director of Communication, Marketing, Media and CSR, the Marketing & Commercial Manager leads the Marketing and Commercial division, which brings together the UCI's partnerships, partner servicing and commercial development. He/she is responsible for the design and sales follow-up of marketing and sponsorship packages, the management of commercial agencies and the delivery of these packages, as well as the organisation's merchandising and licensing strategy.
He/she plays a key role in the delivery of the UCI World Championships and ensures the optimal delivery of partner commitments across all our World Championships. He/she develops and contributes to digital innovation and fan engagement, while maintaining trusted relationships with partners throughout the year.

Main responsibilities:

- Manage the Marketing and Commercial division and lead its team (marketing partnerships coordinators and commercial assistant): priorities, workload planning and monitoring of objectives.
- Oversee the commercial agencies mandated by the UCI: objectives, monitoring of prospects, negotiations and reporting.
- Supervise the commercial activities of the UCI and the UCI World Cycling Centre.
- Design, update and sell marketing and sponsorship packages (marketing rights, hospitality, activations, digital).
- Lead the negotiation of new contracts and the renegotiation of existing contracts.
- Identify innovative revenue opportunities and propose new marketing concepts.
- Act as the main point of contact for partners: coordination, meetings, communication and corporate events.
- Supervise the delivery of all marketing rights and activations across events, in liaison with the Digital team for digital activations.
- Develop initiatives beyond contractual scope to enhance partnership value and build partner loyalty.
- Define and validate the allocation of marketing rights for each event, ensure follow-up of LOC (Local Organising Committee) contracts, validate local partners and organise site visits with sponsors and LOCs.
- Deploy and oversee the merchandising and licensing strategy for the UCI "Rainbow" brand: product ranges, production and distribution partners, and brand usage compliance.
- Prepare, analyse and monitor the division's budget as well as marketing and commercial revenues.
- Any other tasks related to the marketing and commercial department, as required.

Profile:

- Higher education in marketing, business, sports management or international business, ideally with a specialisation in sports marketing or sponsorship, or equivalent experience.
- 7 to 10 years of experience in marketing, partnerships, sponsorship or rights sales, preferably in an international sports or events environment.
- Proven experience in selling and negotiating partnerships, with a demonstrable commercial track record.

- Experience in managing commercial agencies or external service providers.
- Proven experience in team management and coordination of international projects.
- Experience in delivering partner entitlements and activations at major sporting events.
- Knowledge of merchandising and licensing.
- Ability to develop and maintain strong relationships with partners and local organising committees.
- Creative mindset with the ability to propose innovative marketing concepts and digital activations.
- Rigour, strong organisational skills and the ability to manage event-related peaks in activity.
- Full professional proficiency in French and English, both written and spoken.
- Interest in sports, ideally cycling.
- Available to travel and work occasionally on weekends.

Start date: Starting immediately or to be agreed

Join us and you will have every opportunity to use your skills, to be involved in current sporting activities and to contribute to the success of a modern and dynamic organisation. If you are interested in this position and you meet the criteria outlined in the profile, please e-mail your application and supporting documents (covering letter, CV, employment references and qualifications) to the following address: job@uci.ch.