

Media Rights & Broadcast Partnerships Manager

Location: Lausanne, Switzerland (with international travel)
Reports to: Chief Commercial & Marketing Officer

About Us

Founded in 1892, the International Skating Union (ISU) is the oldest international winter sports Federation and the second oldest International Sports Federation. The ISU is recognized by the International Olympic Committee, governing the sports of Figure Skating and Speed Skating.

Today, the ISU's vision is a world where everyone can experience and enjoy the thrill of skating and our mission is to sustainably grow and improve our sport by prioritizing our skaters, engaging our fans, nurturing partnerships and inspiring communities.

Our DNA is to be Inspiring, Supportive, Unstoppable.

The Role

The Media Rights & Broadcast Partnerships Manager is responsible for driving the commercial value, distribution, and delivery of the ISU's global media rights portfolio.

The role will lead media sales strategy, manage agency relationships, negotiate media rights agreements, oversee broadcaster servicing, and support broadcast operations across ISU events. The successful candidate will combine strong commercial acumen with an in-depth understanding of international sports media, broadcaster requirements, and event operations.

This is a revenue-generating role with responsibility for both commercial growth and broadcaster satisfaction.

Key Responsibilities

- **Media Rights Sales & Revenue Generation:** Develop and execute the ISU's global media rights sales strategy across all disciplines. Drive revenue growth through the sale, renewal, and expansion of media rights agreements while identifying new distribution opportunities across linear television, OTT, streaming platforms, digital media, and emerging channels.
- **Agency Management:** Act as the primary commercial lead for the ISU's appointed media rights agency. Establish sales objectives, market priorities, and performance expectations, while monitoring agency performance, sales pipelines, and reporting to maximise commercial outcomes.

- **Direct Market Development:** Lead media rights sales activities and manage strategic relationships in selected priority markets. Build and maintain senior-level relationships with broadcasters, streaming platforms, and media executives to identify new commercial opportunities and strengthen the ISU's global media presence.
- **Broadcast Partnership Management:** Serve as the primary point of contact for media partners throughout the partnership lifecycle. Oversee broadcaster relationships from contract negotiation through delivery and renewal, ensuring a high standard of service and long-term partnership development.
- **Broadcast Operations & Event Delivery:** Collaborate with broadcasters, production teams, event organisers, and internal stakeholders to ensure the successful operational delivery of broadcast services at ISU events. Oversee the fulfilment of contractual broadcast obligations and support the resolution of operational, technical, and logistical matters.
- **Cross-Functional Collaboration:** Work closely with the production, marketing, communications, digital, and events teams to deliver integrated broadcast solutions, optimise content distribution, and maximise the value of the ISU's media rights portfolio.
- **Commercial Strategy & Market Intelligence:** Support the valuation, packaging, and positioning of ISU media rights. Monitor industry trends, emerging technologies, and competitor activity to identify new commercial opportunities and provide strategic recommendations for future distribution and revenue growth.
- **Performance Monitoring & Reporting:** Monitor media rights sales performance, commercial objectives, and market developments. Prepare regular reports and strategic recommendations to support data-driven decision-making and the continuous evolution of the ISU's global media rights strategy.

About You

You are a commercially minded media rights professional with a passion for international sport and a strong understanding of the global broadcast landscape. You thrive in building strategic relationships, negotiating complex media rights agreements, and delivering exceptional service to broadcasters and partners. Combining commercial acumen with operational excellence, you enjoy working in a fast-paced international environment where collaboration, innovation, and results drive success.

Essential Requirements:

- Minimum of 7 years' experience in media rights, sports broadcasting, sports business, or a related commercial field.
- Proven track record in media rights sales, broadcaster relationship management, or broadcast operations.
- Experience negotiating and managing commercial media rights

agreements.

- Strong understanding of international sports media markets, broadcast workflows, and content distribution models.
- Established network within broadcasters, media platforms, agencies, or the sports media industry.
- Experience working with international rights holders, broadcasters, agencies, or major sporting events.
- Excellent negotiation, communication, and stakeholder management skills.
- Strong project management and organizational abilities, with the capacity to manage multiple priorities and deadlines.
- Fluent in English, both written and spoken.

Desirable:

- Experience working within an International Sports Federation, sports rights holder, media agency, or broadcaster.
- Knowledge of OTT, streaming services, digital media, and emerging distribution platforms.
- Experience managing external commercial agencies or international media rights partners.
- Familiarity with live sports production and broadcast operations at international events.
- Understanding of media rights valuation, packaging, and commercial strategy.
- Additional language skills, particularly French, Japanese, or Korean, are an asset.
- Passion for sport and an understanding of the Olympic and international sports ecosystem.

What We Offer

- A unique opportunity to contribute to the growth of one of the world's leading International Sports Federations.
- A dynamic, international, and collaborative working environment based in Lausanne, the Olympic Capital.
- The opportunity to work on prestigious global sporting events and commercial partnerships.
- A high-impact role with autonomy, responsibility, and exposure to senior stakeholders.
- Competitive remuneration and benefits package, commensurate with experience.
- Opportunities for professional development and continuous learning.

- A flexible and inclusive workplace that values innovation, collaboration, and excellence.

Why Join Us

If you are passionate about sport and the evolving world of sports media, this role offers an exciting opportunity to shape the global distribution and commercial growth of one of the world's leading International Sports Federations. You will work with leading broadcasters, media partners, and international events, helping to expand the reach of ice skating while contributing to innovative media strategies that engage audiences around the world.

How to Apply

If you are passionate about sport and the evolving world of sports media and want to help shape the global reach of one of the world's leading International Sports Federations, we would love to hear from you.

Please submit your CV to **jobs@isu.org** with the subject line: **Media Rights & Broadcast Partnerships Lead – Your Name**

Former athletes and skaters are strongly encouraged to apply, as their unique experiences are highly valued. At ISU, we are committed to creating a diverse, inclusive, and supportive environment where everyone is valued and empowered to succeed.