

Job Title: Commercial Manager

Location: Lausanne

Reports to: Chief of Commercial and Marketing

Type: Full-time

Job Overview:

The International Skating Union (ISU) is seeking an experienced and dynamic Commercial Manager to drive our commercial initiatives and enhance revenue generation across all disciplines, including figure skating, short track, speed skating and synchronized skating. The successful candidate will be responsible for implementing commercial strategies, developing partnership pipelines, delivering sales target, while maintaining the ISU's values and commitment to excellence in the sport.

Key Responsibilities:

Commercial Strategy Development

- Together with the Chief of Commercial and Marketing to develop and execute a comprehensive commercial strategy for the next sales cycle.
- Identify and pursue new business opportunities to increase revenue streams from sponsorships sales, media distribution, and merchandizing /licensing.

Partnership Management

- Research and pursue new sponsorship opportunities that align with the ISU's sport and competition strategy.
- Craft compelling sponsorship proposals and tailored packages.
- Lead partnership-related negotiations and close sponsorship agreements.
- Manage client relationships and serve top tier service to ensure a successful delivery of the partnership as well as mutual long-term value. Remain flexible and creative to support partners' activations that address their business priorities.
- Maintain responsibility for sponsorship sales pipeline and targets.
- Manage existing agencies to ensure the delivery of respective agreement.
- Collaborate closely with member federations or local organizing committees to develop marketing and promotional strategies that enhance revenue potential.

Merchandising / Licensing

- Develop licensing strategy for the ISU as a new revenue stream and create business model and guidance to work with member federations.
- Research and conduct discussions with prospects that align with the ISU's vision and values.
- Oversee production timelines and delivery.

Media Distribution

- Assist with discussions and negotiations regarding media distribution.
- Contribute to the strategy of upcoming renewals.

Cross-Functional Collaboration:

- Collaborate with other departments (e.g., Marketing, Communications, Legal, Finance) to ensure a cohesive approach to commercial initiatives.
- Act as a liaison between the ISU and external stakeholders, including sponsors, brands, sports federations, agencies, etc.
- Support ISU brand development, ensuring consistency across all commercial activities and communications.
- Engage with fans and stakeholders through various channels to enhance the visibility and reputation of the ISU.

Qualifications:

- Bachelor's degree in Business Administration, Marketing, Sports Management, or a related field; Master's degree preferred.
- Minimum of 5 years in sponsorship sales, business development, or a related role, preferably sales experience in commercial leagues, brands, or agencies.
- Strong business relationships and understanding in key markets, especially North Asia and North Americas.
- Proven track record of successfully delivering sponsorships and managing partnerships.
- Excellent communication, negotiation, and presentation skills.
- Ability to work collaboratively in a team-oriented environment.
- Proficiency in English; additional Asian languages are a plus.
- Willingness to travel as required.

What We Offer:

- Competitive salary
- Opportunity to work in a dynamic and international environment.
- Chance to contribute to a visionary, fast growing and evolving sport federation at all levels.

Application Process:

Interested candidates should submit their resume and a cover letter outlining their relevant experience and motivation for applying to jobs@isu.ch