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Job Title: Global Lead Marketing

Work Rate: Full-Time

Start Period: Immediate

Location: ICF Hangzhou Office (see website for details).

Hours of Operations: M-F 9am to 530pm Beijing time.

Deadline: August 10th, 2024

Apply to: info@canoeicf.sport

Job Description: Global Lead Marketing

Department: Growth and Communications

The International Canoe Federation (ICF) serves as the global authority for canoe and kayak paddling sports, overseeing 10 disciplines worldwide, recognized by the International Olympic Committee (IOC). With 171 national federations, the ICF unites millions of paddlers globally, from grassroots to elite levels, promoting a passion for paddle sport for all. The Marketing Department plays a pivotal role in promoting the federation's brand, events, and initiatives to a global audience, ensuring alignment with the ICF's core values and strategic initiatives outlined in the 'Fit for Future' plan.

In addition to overseeing global marketing initiatives, the Global Lead Marketing will collaborate closely with regional marketing teams to ensure consistency and effectiveness across all marketing activities. They will also be responsible for identifying new market opportunities, particularly in emerging regions, and developing targeted marketing strategies to support global expansion efforts.

A successful candidate will demonstrate strong leadership skills, strategic thinking, and a passion for paddle sports. They will have a proven track record of successfully executing global marketing campaigns, driving audience engagement, and delivering measurable results. Excellent communication and collaboration skills are essential, along with the ability to thrive in a fast-paced, multicultural environment.

Responsibilities:

- Develop and execute global marketing strategies to promote the ICF's brand, events, and initiatives.
- Collaborate with event marketing teams to ensure alignment and consistency of messaging and branding.
- Identify new market opportunities and develop targeted marketing campaigns to support global growth of paddle sports.
- Manage marketing budgets effectively, allocating resources to high-impact initiatives

Always moving forward

and maximizing ROI.

- Oversee digital marketing initiatives, including website management, social media marketing, and email campaigns.
- Coordinate the production of marketing materials, including advertisements, promotional videos, and print materials.
- Analyse market trends and audience insights to inform marketing strategies and optimise campaign performance.
- Build and maintain relationships with key stakeholders, including sponsors, media partners, and national federations.
- Monitor and report on the performance of marketing campaigns, making recommendations for continuous improvement.
- Stay up-to-date with industry trends and best practices in marketing and sports management.

Requirements:

- Bachelor's degree in Marketing, Business Administration, or related field. Master's degree preferred.
- Minimum of 5 years of experience in marketing, with at least 3 years in a leadership role.
- Proven track record of successfully executing global marketing campaigns and driving audience engagement.
- Strong understanding of digital marketing channels and analytics tools.
- Excellent communication and interpersonal skills, with the ability to build and maintain relationships with stakeholders at all levels.
- Strategic thinker with the ability to develop and execute marketing strategies that align with organizational goals.
- Creative thinker with a passion for paddle sports and a willingness to think outside the box.
- Ability to thrive in a fast-paced, multicultural environment and manage multiple projects simultaneously.
- A native English speaker proficient in additional languages considered advantageous.
- Willingness to travel as needed to support global marketing initiatives.